

SLOW CONVERSATIONS WITH

fields & ferns

**Season 1
podcast recap**



We have had so many lovely and interesting guests on our first season of The Slow Conversations Podcast with Fields & Ferns.

By speaking to experts in a wide variety of industries, we've explored how these different businesses are incorporating sustainability into their entrepreneurial ventures and how they are aiming to spread environmental positivity.

We found every discussion to be extremely insightful and each episode gave us some ideas of how we can approach conscious consumerism with Fields & Ferns.

To give you an end of year recap on our first season of the Slow Conversations podcast, we've broken down key takeaways that we took from each episode as well as tips and tricks we all can learn for leading a more eco-friendly lifestyle.

SLOW CONVERSATIONS

WITH *fields & ferns* **AND SACHA BEEE**



Sacha Bushby started the sustainable jewellery brand Sacha Beee.

We discussed with her how it's unrealistic for a person to aim to be 100% sustainable both in one's business and lifestyle and how it can oftentimes be daunting and discouraging when you fail to meet your sustainability goals.

She believes that it's more about making changes slowly and mindfully, tackling one thing at a time and learning about the different impacts your actions create on society and the planet.

We should aim to make long-term sustainable lifestyle choices with incremental goals that are approachable and non-judgemental; everyone is on their own eco-conscious journey and it's not necessarily linear for everyone.

Tips & Tricks:

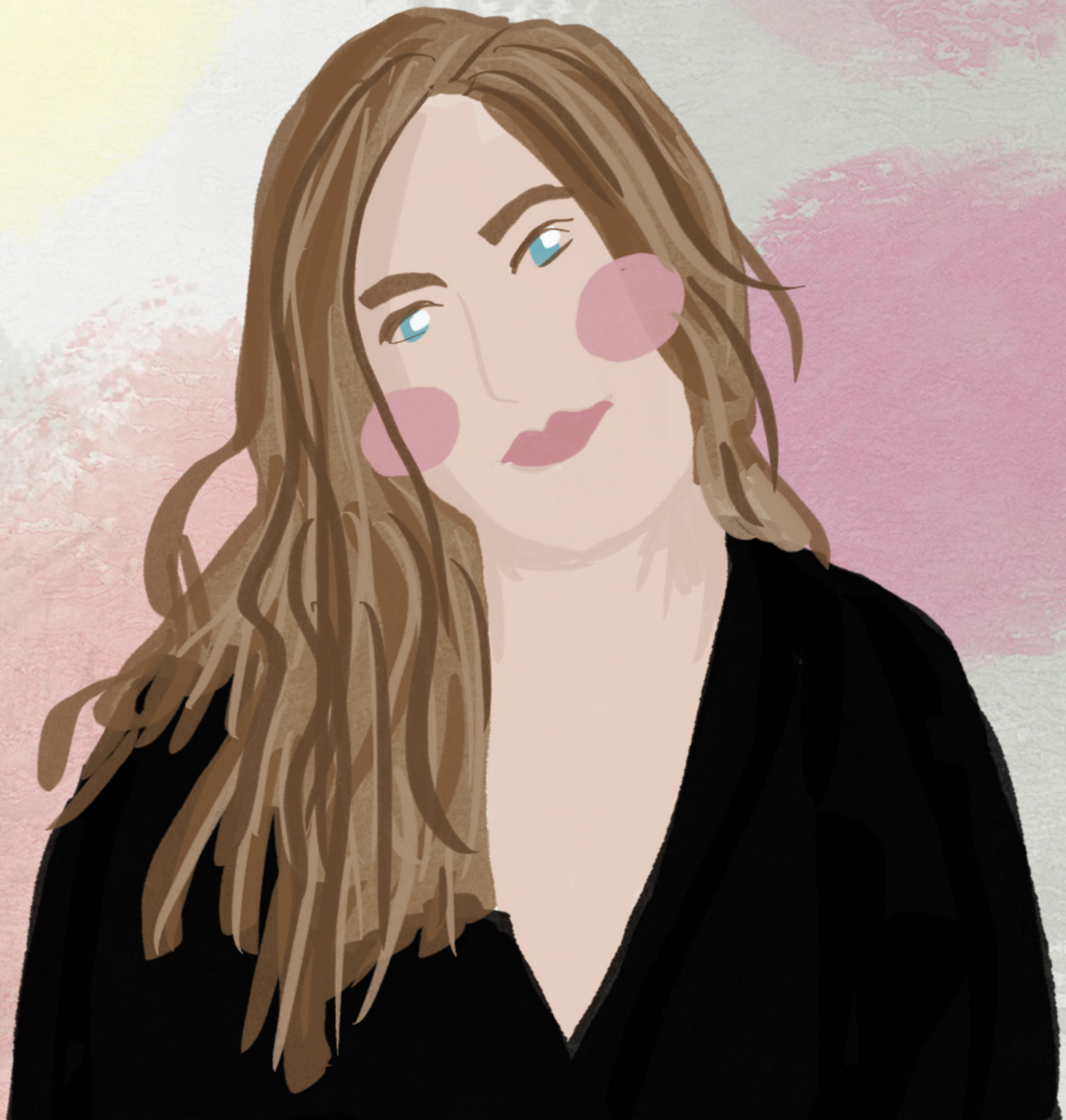
Before purchasing or consuming goods, try to ask questions such as:

- *Is this a want or a need?*
- *Will this item bring me only temporary joy?*
- *Where are these items being made? Who made them? And what are they made of?*



SLOW CONVERSATIONS

WITH *fields & ferns* **AND CASEY DWORKIN**
(FOUNDER OF SYLVEN NY)




Casey Dworkin is the founder of Sylven New York, a sustainable luxury footwear brand based out of New York City.

We discussed how all of our actions ultimately have an impact on our surroundings; they do not exist in a vacuum.

When approaching sustainability, one must not have a black and white perspective. Casey believes there are positives and negatives to all of the sustainability choices you make, one example being whether you choose to wear/make leather or vegan leather products.

It is about thoroughly educating yourself, weighing out the impacts and deciding on the option that maximises the positive and minimises the negative.

Tips & Tricks:

- *Be not only an informed customer but an informed business owner. By being extremely involved in your supply chain, you can make sure your product is being produced in the most sustainable way possible.*
 - *As a brand, you need to travel in a supportive environment of people who understand your ethos and mission in order to have a brand that makes an impact. Surround yourself with those who will work equally hard to make your vision possible.*
- 
- A decorative graphic of stylized flowers in shades of orange, pink, and yellow is located in the bottom right corner of the pink section.

SLOW CONVERSATIONS

WITH *fields & ferns* **AND ELLA**

(FOUNDER OF TOP UP TRUCK, LONDON)



Ella Shone started Top Up Truck during the onset of the COVID-19 pandemic.

Top up Truck is a refill shop on wheels in the form of an old electric milk float that travels around London providing a plastic-free, convenient and affordable grocery shopping experience.

Here in the UK, she has noticed a cultural problem, in which there is a lack of education regarding home economics and cooking sustainably. Oftentimes, people will turn towards unhealthy processed foods from the supermarket or will order takeaway which comes with large amounts of packaging waste and additional costs.

The key is to understand that having a diet that uses wholesome and healthy foods could be achieved by simply incorporating more easy, local, low-cost foods that you can buy in bulk like grains or pulses. These meals are not only better for our health but directly impact the health of the environment.

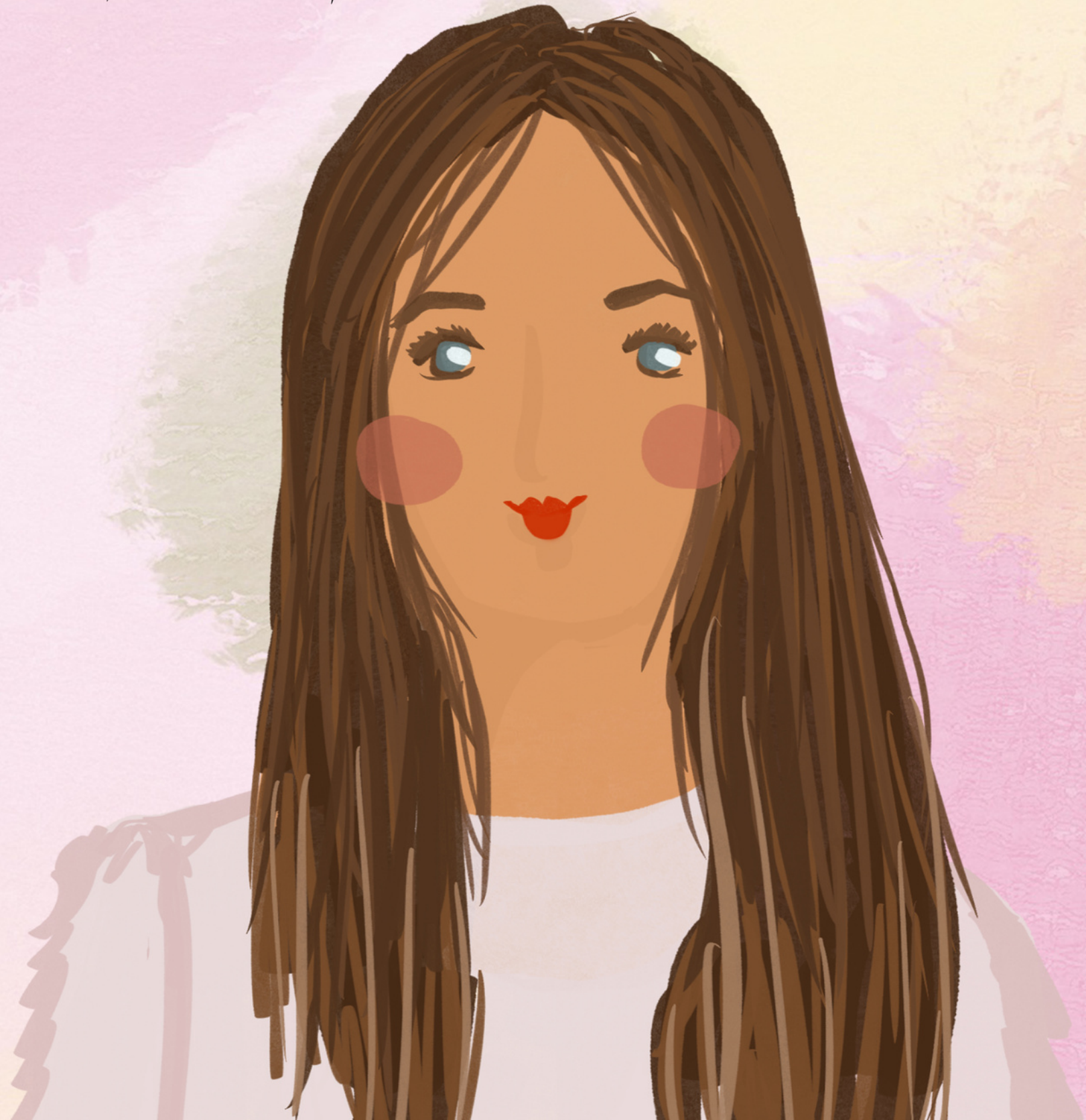
Tips & Tricks:

Before purchasing or consuming goods, try to ask questions such as:

- *Eat whole foods and try to incorporate a more plant-based diet.*
- *Utilise more grains and pulses into your diet.*
- *Meal plan to avoid food waste and ordering takeaway.*
- *Avoid purchasing food with a lot of plastic packaging or a high carbon footprint.*

SLOW CONVERSATIONS

WITH *fields & ferns* **AND CAYLA** (CEO OF KNICKEY)



Cayla O'Connell is the co-founder of Knickey, a sustainable organic underwear brand based out of New York City.

Knickey is trying to reeducate and retrain the behaviour that is inherent: when you're done with a product, you just throw it out.

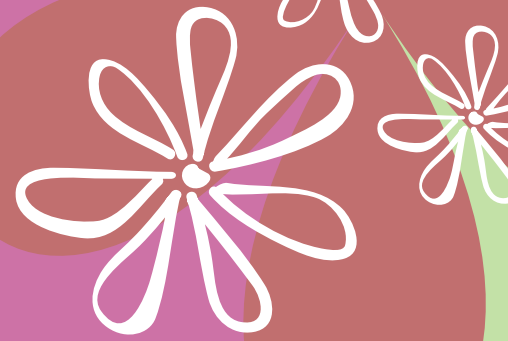
To have people be more thoughtful about the end life of a garment, how long they use their garments, and also what happens to them after they're no longer in their possession

Knickey considers, to be a huge win. It's important to note that in the UK, consumers buy more clothes per person than any other country in Europe.

More than half of the clothes that are made are thrown away in under a year from when they were made.

Tips & Tricks:

- *Shop and engage with brands that have upcycling programs to adopt a more circular approach to consumption.*
- *Be more mindful of what is inside your wardrobes and make sure that each piece will be given the love it deserves:*
 - *practicing a capsule collection each month*
 - *go through items that haven't been used in a while*
 - *or donate unused items or DIY unused clothing to give it a new life*



SLOW CONVERSATIONS

WITH *fields & ferns* AND RADHIKA
(CEO OF ECOTEXTURA)



Radhika Srinivasan is the founder of EcoTextura, an environmentally-conscious medical personal protective equipment supplier.

Radhika reminded us that although there are a plethora of initiatives that you can get involved in to be more sustainable, sometimes it makes sense to start this journey from your own home.

Tips & Tricks:

- *Start small: leading an eco-conscious lifestyle can be often overwhelming so incorporating sustainable initiative into your home may be the best place to start like composting or recycling.*
- *Think before you buy online:*
 - *Do research when you order items, consider purchasing locally made goods around your neighbourhood first before shopping from the internet.*
 - *If this is not possible, avoid purchasing mass-manufactured items.*
 - *Lastly, be mindful of the amount of packaging that goes into shipping your items.*



THANK YOU!

**to all of the incredible founders
that participated in the first season of our podcast!**

**and to our listeners for tuning in,
learning and growing with us :)**

**Stay tuned for
season 2 coming spring 2021**



*Slow Conversations with Fields & Ferns
is available on Apple podcasts, Spotify podcasts, or wherever you get your podcasts from*