

## November Newsletter

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### **Interview with Abbie Morris, Co-founder and CEO, Compare Ethics.**

Abbie is a sustainability and policy expert. Formerly at AEQ Global, Abbie was instrumental in doubling the firm's revenue in 12 months. She led global teams including a Presidential campaign in West Africa and secured relationships with the United Nations, World Economic Forum and other international organisations. Abbie also worked at the Confederation of British Industry (CBI) where she spearheaded the first Sustainability Working Group and launched the CBI's first circular economy product.



Abbie has demonstrated an active interest in contributing to the Working Group and has offered her kind availability for an interview.

Here is a report of our chat on the 22nd of November.

**Hello Abbie and thanks for your availability.**

**First question is obviously about the start-up you lead as CEO, so:**

***What is Compare Ethics doing to promote adoption of a Circular Economy model? Can you give us an overview of your objectives and programs in this domain?***

Compare Ethics is on a mission to accelerate conscious consumer choices through innovation. We encourage consumer and business change by celebrating the best purpose led brands and making it easier for shoppers to make better choices.

Our platform uses ranking algorithms to tell consumers which are the most sustainable and "circular" products.

We feature over 1500+ products and reach thousands of consumers who are seeking to protest with their purchases.

***Any inputs into where you would like the CE Group to go, what activities on what topic?***

By 2030, we must be transitioned to a circular economy. The creation of more sustainable materials is fantastic and certainly needed.

However, sustainable materials are just a drop in the ocean of the amount of change needed to protect our ecosystem and economy.

We need system change, from a take-make-dispose to a take-make-reuse economy.

While this is a big challenge, it is also a big opportunity for purposeful business to take centre stage and share their stories.

They can demonstrate to the business community and to consumers that their business model is proven and there is no tension with a market and profit driven economy.

In fact, investing in circular economy can lead to competitive advantages: The Cradle to Cradle approach, for example, can remove waste from supply chains and lead to substantial savings, including carbon footprint reduction, which can be monitored and tracked.

***Over and beyond your professional role, what is Abbie looking to do as an individual (A hint into personal changes in lifestyle and hopes for the future of your dear ones)***

Every month, I strive to challenge myself with something new. This month is all about finding better zero waste bathroom products. For the future, I want to start looking at IoT and how this can create better home efficiencies.

I have already installed Hive to manage my energy consumption and stay on top of my bills and I am now looking into FridgeCam to control my food waste. My fast-moving lifestyle means I spend lots of time out, so I want to make sure I have in my fridge just what I need when I really need it.

## November picks: news from the world of Sustainability and Circular Economy

### Could the Green Vic become the world's 'most ethical' pub?

This former pop-up pub in Shoreditch is now looking to go permanent, thanks to a very circular model: it sells beer brewed from leftover bread, serves only vegan food and straws are made of wheat. The Green Vic also supports food banks and various charitable projects, together with its suppliers.

[https://www.linkedin.com/posts/world-economic-forum\\_innovation-creativity-activity-6604670409277231104-i6XY](https://www.linkedin.com/posts/world-economic-forum_innovation-creativity-activity-6604670409277231104-i6XY)

<https://wef.ch/2LTXXxh>

### If we want to stop the climate emergency, we need to break the taboo around population and contraception.

A deliberately thorny subject: if the world resources are finite, demography plays a critical role in implementing a circular model. The sources quoted in this article are very respectable, making a very reasonable point for reflection.

<https://www.independent.co.uk/voices/population-taboo-equality-climate-emergency-contraception-a9189386.html>

### A glimpse of hope for the future, if Heads of State do not lead, other leaders will.

This month, the US Federal Government has withdrawn from the Paris Agreement on Climate. However, the EU will continue to support climate action at the US subnational level, together with individual States and Cities.

[https://eeas.europa.eu/delegations/united-states-america/70180/eu-steps-its-cooperation-us-climate-alliance\\_en](https://eeas.europa.eu/delegations/united-states-america/70180/eu-steps-its-cooperation-us-climate-alliance_en)