

Theme 1
 "From planet to plate"
 interview with **James Hand**




TAKE A BITE OUT OF CLIMATE CHANGE

#TakeABiteAtHome

AT HOME



INTRODUCING... Hi, I'm James, and left my job working at a bank to set up Giki with my wife Jo. At Giki we make apps and tools to help people live in a way that's better for the planet.

INTERVIEW

What made you decide to change your job from working at a bank to setting up Giki?

There were two big things. The first was that I read more and more about climate change and realised that is was one of the biggest challenges for the next 30 years. I wanted to feel like I was doing something to help. The second was that I had children. After that everything seemed more real and people saying things like "in 2050 the world will be different like this..." suddenly became a world that my children would be living and breathing.

I like apps, and I want to live in a way that's better for the planet, so how can you help me?

We've made a tool called Giki Zero which estimates your contribution to climate change by asking you a few simple questions. It's free for anyone to use on our website zero.giki.earth. It tells you how you compare with an average person in the UK, and how much comes from different things like food and transport. You get suggestions of things to try that would help reduce your contribution to climate change. If you really want to get into the details you can even go in and enter the amount of each type of food you eat or invite other people in your family so you can all do it together.

If I change what I eat then isn't that going to make very little difference because there are so many other people?

Eating more sustainable, healthy food is something that's good for you and the planet whatever other people do. However, you may also find that where you lead, other people will follow. Imagine persuading your whole family to try a new plant-based recipe or persuading your school to cut back on food waste. It'll all add up quickly. Just look at Greta!

It's great that you're trying to help the grown-ups of the future! How important is food in all this?

I was surprised at how important food is as a contributor to climate change – it's about a quarter of greenhouse gas emissions globally. But also if you look at the greenhouse gas emissions for a typical person, it's often one of the bigger contributors.

But we have to eat, so aren't we a bit stuck?

Definitely not! There are so many choices that you can make from eating less meat and trying new plant-based products, to cutting back on food waste. You can still eat lots of tasty, exciting food but have a far smaller footprint on the planet.

SO, WHAT SHOULD WE DO?

- Ask lots of questions about where your food comes from to learn more about the impact it has on the world.
- Waste as little food as possible because otherwise all those resources being used to make it are going straight in the bin.
- Be up for trying new recipes to find tasty, sustainable food!
- Think in particular about the amount of meat you eat, where it comes from and any palm oil that's in the food you buy. These are especially important in case they come from areas with rain forests which are being chopped down.

PROFILE

James Hand is Co-Founder and data scientist at Giki, a social enterprise on a mission to help people live more sustainably.



They build apps and websites which are free for anyone to use.