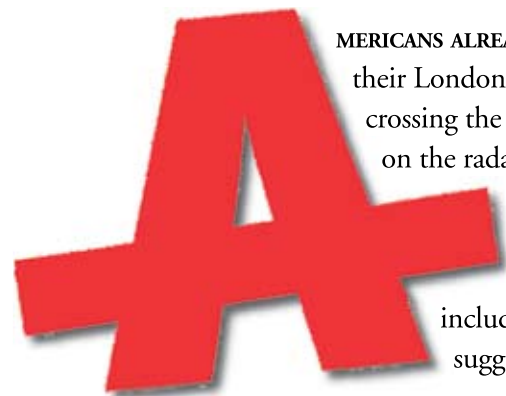


LONDON CALLING

THE INTREPID BRITS REINVENT
THEMSELVES ONCE AGAIN.
AN **INSIDER'S GUIDE** TO THIS
FORWARD-THINKING,
EARTH-FRIENDLY TOURIST MECCA.

BY **ZOE CORMIER & GIOVANNA DUNMALL**
ILLUSTRATIONS BY **ALEX WILLIAMSON**





AMERICANS ALREADY KNOW to pencil in Big Ben, the Tower of London, and Buckingham Palace on their London must-see checklist. But a surprisingly eco-friendly city is emerging that's also worth crossing the pond to see. In recent years, local politicians put climate change and carbon emissions on the radar, and suddenly the whole capital is racing to go green. Many restaurants and boutiques are making fair-trade and organic offerings a higher priority, and museums and walking tours now have the earth-conscious tourist in mind. Even Prince Charles has hopped aboard the green machine, creating several environmental charities, including a foundation that supports sustainable urban development. And while we'd never suggest missing the Changing of the Guard, there's also a whole different London to explore.



ATTRACTIONS

Sightseeing need not be a gaggle-of-tourists affair. Slip under the radar and learn more about both local and global environmental efforts.



ADVENTURE ECOLOGY

This charity runs a small gallery in Camden that features eco-conscious art that raises funds for and calls attention to some of the world's bleaker regions, like industrialized China, deforested Ecuador, and the melting North Pole. 125 Charing Cross Road, WC2, www.adventureecology.com



BOROUGH MARKET

Nestled in the London Bridge neighborhood, the city's oldest food market dates back to Roman times. It's the locals' choice for cheap whole food or organic eats: wild boar burgers, pints of cider, and all the cheese, olives, and fish your heart could desire. 8 Southwark Street, SE1, www.boroughmarket.org.uk



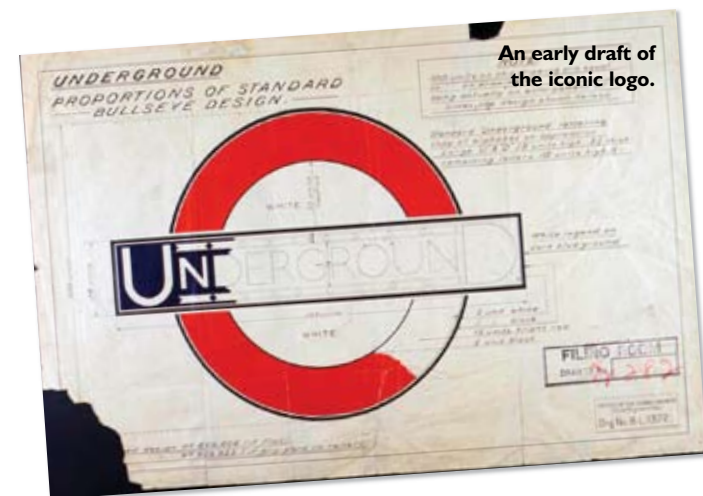
CLIMATE CHANGE AUDIO TOUR

"And While London Burns" is a 70-minute operatic audio walking tour around the City. This historical, haunting walk explains the area's role in climate change, taking you on an environmental adventure through the skyscrapers and alleyways. Download an mp3 of the tour from the website. www.andwhilelondonburns.com

LONDON TRANSPORT MUSEUM

This Victorian building in Covent Garden was recently refurbished and just reopened this fall. The exhibits tell the story of the city's buses, trams, rail, and the Underground. Other modes of transport like cycling, walking, and taxis are also featured. The museum also has a new family learning area and play zone for kids under five.

39 Wellington Street, WC2, www.ltmuseum.co.uk



An early draft of the iconic logo.



THE ORIGINAL LONDON WALKS

Take a stroll on one of dozens of guided sojourns throughout the city, following the footsteps of famous Brits from William Shakespeare to Harry Potter. Walks originate from different places and times and are offered 365 days a year, so the London gloom will never rain on your parade. www.walks.com

NATURAL HISTORY MUSEUM

Housed in a grand Romanesque building, this South Kensington museum is hailed as a temple to the natural world. Boasting more than 70 million specimens, it features an ecology area that details conservation efforts from around the globe and gives tips on making an eco-difference at home too. Cromwell Road, SW7, www.nhm.ac.uk



LONDON WETLAND CENTRE

Home to one of the largest bird and wildlife havens in any European capital, this award-winning attraction in Barnes spans more than 100 acres of lakes, reed beds, and marshes created from old reservoirs. It also has a café, theater, and a children's adventure area. Free guided tours are offered twice a day. Queen Elizabeth's Walk, SW13, www.wwt.org.uk



An aerial view of the wetlands.

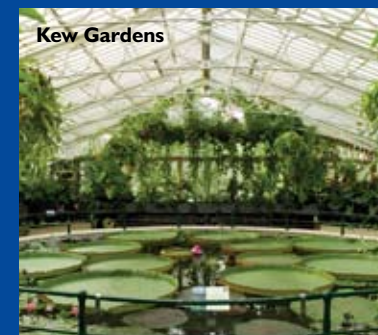
 **ENGLAND RECYCLES MORE THAN A QUARTER OF ALL HOUSEHOLD GARBAGE, A 400 PERCENT JUMP IN THE PAST DECADE.**

Thames Barrier Park



PARK IT

LONDON IS WORLD-RENOWNED for its exceptional parks and green spaces. In fact, natural and landscaped greenery accounts for more of the city's land area than buildings, roads, or other paved surfaces. To relax in some of the city's finest, visit **HYDE PARK** (www.yourlondon.gov.uk/parks), a holder of the Green Flag Award—a national program that recognizes England's and Wales's best parks and green spaces. Every half hour, the SolarShuttle ferries passengers across the Serpentine Lake. When docked and not in use, the panels' surplus electricity is fed back into the national grid. **THE ROYAL BOTANIC GARDENS, KEW** (www.kew.org) is a former royal residence and World Heritage Site near Richmond. Kew's 300 acres feature Victorian greenhouses and themed gardens, and their postal code is one of the most biodiverse in the world. **THAMES BARRIER PARK** (www.thamesbarrier-park.org.uk) spans 22 acres along the river's north bank at Woolwich Reach. A great picnic spot, it boasts fantastic views of the city's flood barrier and a beautiful fountain plaza.



Kew Gardens



Hyde Park

> LONDONERS HAVE THE LOWEST CO₂ EMISSIONS PER CAPITA IN THE UNITED KINGDOM—25 PERCENT BELOW THE NATIONAL AVERAGE.



SHOPPING

The currency exchange rate is alarmingly steep—the dollar was worth only half a pound at press time—but London is filled with green treasures to tempt any tourist.



EQUA

A must-go for the eco-conscious fashionista. Every stitch of clothing in this Islington boutique, including shoes and accessories, are fair-trade labels, and many are organic too. You'll find cotton tanks, hemp-silk bras, or a dress made from vintage, pink-silk parachutes. Prices here will fit most budgets.

28 Camden Passage, NI, www.equaclothing.com



JUNKY STYLING

Tucked away on trendy Brick Lane, this shop turns pinstripes, leather, and scraps into sharp and sexy garments for both men and women. They also perform "wardrobe surgery," allowing customers to bring in worn garments for overhaul or alteration. 12 Dray Walk: The Old Truman Brewery, 91 Brick Lane, E1, www.junkystyling.co.uk



NEAL'S YARD REMEDIES

The grandmother of English herbal beauty care, this shop sells handmade, mostly organic lotions, soaps, and shampoos and herbal, aromatherapeutic, and homeopathic remedies. Indulgences include a \$10 lip balm and a \$50 liter of rosemary-and-elderflower shower gel. Multiple locations, www.nealsyardremedies.com

FROM SOMEWHERE

This brightly lit boutique in Notting Hill boasts soft, feminine designs. The eccentric, colorful tank tops, dresses, and handbags are fashioned from reclaimed new fabric taken from unused scraps or irregular garments.

83 Westbourne Park Road, W2, www.fromsomewhere.co.uk

THE NATURAL KITCHEN

This three-story foodie heaven near the Baker Street Tube station sells food supplied by small, independent British companies.

There's a large selection of fair-trade and organic goods, foods to sample, and a café that serves light snacks and meals.

77/78 Marylebone High Street, W1, www.thenaturalkitchen.com



THE ORGANIC PHARMACY

First opened in 2002, this shop is fast becoming one of the leaders in the natural skin-care world. All products are certified organic, handmade, and contain no artificial preservatives, dyes, fragrances, or petrochemicals. The Rose Crystal Lymphatic Facial at the day spa is divine. Multiple locations, www.theorganicpharmacy.com



TERRA PLANA

This forward-thinking shoe store offers the eco-friendliest of footwear, and their unisex selections range from functional to high fashion. All are made from chrome-free and vegetable-tanned leathers, have latex or recycled rubber soles, and feature recycled foam footbeds. Multiple locations, www.terraplana.com

 **THE WEDGE CARD PROVIDES DISCOUNTS AT LOCAL AND INDEPENDENT SHOPS AND DONATES PART OF THEIR PROCEEDS TO CHARITY. \$40, WWW.WEGECARD.CO.UK**

ASK AN INSIDER

Hit one of these hot spots recommended by members of London's eco-minded inner circle.

"I pop in the **STORY DELI** off Brick Lane if I've got a pizza craving. (ph: 020 7247 3137) The food is organic and delicious, and the owner's girlfriend decorated the space with a mix of vintage mirrors and sustainable cardboard. When I eat there, I always make a pitstop at **BLONDIE**, a great vintage boutique around the corner." (www.absolutevintage.co.uk)



VIRGINIA ROWE

editor of the eco-forward website *StyleWillSaveUs.com*

"I buy all my own food from farmers' markets, **FRESH & WILD** (www.wholefoodsmarket.com/uk) and **PLANET ORGANIC** (www.planetorganic.com). For dining out, I like **THE DUKE OF CAMBRIDGE** (www.dukeorganic.co.uk)—(they're really good with organic produce.



ARTHUR POTTS DAWSON
executive chef and co-founder of Acorn House restaurant

"**THE GRAIN SHOP**, a takeaway on Portobello Road in Notting Hill (ph: 020 7229 5571), is an old-school, organic, vegetarian favorite. I also like **PIZZA ORGANIC** (www.pizzapiazza.co.uk) and **FOOD FOR THOUGHT** on Neal Street in Covent Garden (ph: 020 7836 9072). I also recommend **PORTOBELLO MARKET** (www.portobelloroad.co.uk) on Saturdays for great vintage and local finds."



JOCELYN WHIPPLE

London-based ethical stylist and consultant





DINING OUT

London's notoriously bad restaurant scene is getting a shot in the arm from a tasty new crop of eco-friendly, locally sourced, and organic eateries.



From kitchen to table at Acorn House

ACORN HOUSE

This sleek new restaurant near King's Cross recycles and composts all waste, grows a rooftop herb and veggie garden, uses green electricity, and buys fair-trade whenever possible. Organic vegetarian entrées start at \$30, and the daily special of char-grilled fish runs about \$32. 69 Swinton Street, WC1, www.acornhouserestaurant.com

ORG-E

This all-organic takeaway near Covent Garden serves breakfast, smoothies, and a variety of other fare, like organic beef and veggie burgers. They also use green electricity and cleaning products. Prices range from \$4 to \$10. 22 Wellington Street, WC2, www.org-e.com



MANNA

One of England's oldest vegetarian restaurants, this Primrose Hill standby is still modern and imaginative. Sample their homemade pasta of the day or their vegetarian chef's salad made with crispy tofu and Greek butter beans. Pair it with homemade organic bread and organic wine, spirits, and beer. Entrées start at \$20. 4 Erskine Road, Primrose Hill, NW3, www.manna-veg.com



DINNER AT LEON	
HOT MEZZE	
BARBIC BREAD Greek Barbecued, garlic, olive oil & hot chili peppers (1)	2.50
LOVE ME TENDER RIBS Tuck about slow love. Our ribs are marinated all through the time until they're served with this house-made special sauce for serving.	4.50
PATATOS BRAYAN Roasted potatoes with a spicy plum tomato & organic sauce that has been developed (1)	3.50
HOT CHAMORRILLO QUESO Castles, sausages, rich in spices & peppers, with roasted green olives	4.50
GRILLED CHICKEN NEGRO Succulent grilled free-range chicken with one of our organic, spicy, creamy & some	3.50
MOROCCAN MEATBALLS Coriander, lamb, Moroccan herbs & spices in a tomato sauce	3.50
LEON GORI Curry, potatoes, cauliflower & plantain curry (1)	3.50
SESAME CHICKEN WINGS Free-range chicken wings marinated in ginger & garlic then cooked to crisp in a wheat-free oil and a little bit of chili	3.50
ROASTED SWEET POTATO KALAFATI We've developed this recipe & tested for several years & it's perfect. Great with our chili sauce (1)	3.50
GRILLED HALLOMI With a little extra virgin	3.50
PILAFF Spring onions, spices & dill with brown basmati rice (1)	3.50
WARM GREEK FLATBREAD With extra virgin olive oil (1)	1.50
COLD MEZZE	
HERMES Chicken and lamb with extra virgin olive oil & fresh tomato juice (1)	2.50
OPEN SESAME SLAW A classic slaw of carrots & other vegetables with house-made, spicy, hot chili peppers, black sesame seeds & organic seeds (1)	3.50
MAGIC BEANS Green beans, chili, garlic, tomato (1)	2.50
MARINATED GREEN OLIVES (1)	2.50
PUDDINGS	
LEON HOT CHOCOLATE BROWNIE WITH ORGANIC VANILLA ICE CREAM Our hot chocolate brownie is made with ground almonds instead of flour and is made with organic vanilla ice cream	4.50
HOT LEMON CHOCOLATE Served with organic vanilla ice cream	4.50
PECAN PIE Also served with organic vanilla ice cream	3.50
APPLETART Vanilla ice cream served in a slice of organic	3.50
MOROCCAN CUSTARD TART Served with organic vanilla ice cream	4.50

LEON

This friendly local chain serves virtuous (often organic) seasonal food at fast food prices: salads, Moroccan meatballs, stews, and even wheat-free chocolate brownies if you still have room. They also offer sustainably farmed fish and free-range chicken. A three-course meal can cost less than \$20. Multiple locations, www.leonrestaurants.co.uk

VITA ORGANIC

This vegan and organic eatery is an oasis in the Soho desert of cocktail bars and Chinese takeout. All fare is organic or whole food and served raw or gently cooked. If you've ever longed for an Ayurvedic meal, this is your chance. Specialties like red pepper sauce-steamed moussaka run around \$16. 74 Wardour Street, W1, www.vitaorganic.co.uk

THE DUKE OF CAMBRIDGE

This yuppie haven in Islington is the world's first certified-organic gastro pub. Most all food and drink is organic—and as local and seasonal as possible. And the restaurant's power is all wind- and solar-generated. The menu of modern British fare changes twice daily. Entrées start at \$20. 30 St Peters Street, N1, www.dukeorganic.co.uk



The Duke's chocolate soufflé

KONSTAM AT THE PRINCE ALBERT

This former King's Cross pub is now a modern, atmospheric eatery. The head chef and owner prepares dishes in full view of the tables from produce sourced from the greater London area. Entrées like grilled pork chops with cabbage, dumplings, and crème fraîche start at \$24. 2 Acton Street, WC1, www.konstam.co.uk



Creative lighting at Konstam

GREEN DRINKS INTERNATIONAL, A GROUP THAT ORGANIZES A MONTHLY ECO-NETWORKING PARTY IN 243 CITIES WORLDWIDE, WAS FOUNDED IN LONDON IN 1989. WWW.GREENDRINKS.ORG

GETTING AROUND

London's congestion charge, which levies stiff fees on those who insist on driving in the city center during peak hours, keeps private vehicles to a minimum. Skip driving on the wrong side of the road and tap into greener ways to see the sights.

On foot The 14-mile **JUBILEE WALKWAY** (www.jubilee-walkway.com) connects London's key attractions. Or devise your own stroll, replete with the time, distance, calories you'll burn, and carbon dioxide emissions avoided. www.walkit.com



On a bike **GO PEDAL!** delivers a rental bike to your hotel and fetches it too. (www.gopedal.co.uk) Order a bike-friendly route map online before you go. www.tfl.gov.uk/tfl/roadusers/cycling/cycleroutes



By Bus Hop aboard the world's first hybrid double-decker bus, which runs from Palmer's Green to London Bridge station. (Six single-deck hybrid buses are also on the roads.) Powered by a diesel engine and electric power, it cuts emissions by as much as 40 percent per bus. www.tfl.gov.uk



On the Tube The world's oldest underground train system is also one of the most comprehensive. When your dogs get tired—or the winding streets leave you lost—descend into one of the 275 stations and whisk off to your next destination. www.tfl.gov.uk



By Cab Ride guilt-free in a **GREEN TOMATO CAR** (www.greentomatocars.com)—a Toyota Prius taxi decorated with its namesake fruit. Green Tomato offsets double their cars' carbon emissions. **RADIO TAXIS** (www.radiotaxis.co.uk) limits its carbon footprint with renewable energy and tree-planting projects.





ACCOMMODATIONS

There's room for improvement in London's eco-lodging—no wind-powered hostel made from bamboo and bee saliva just yet—but these hotels are headed in the right direction.



APEX CITY OF LONDON HOTEL

A stone's throw from the Tower of London, this Scottish chain is as sustainable as you'll find: energy-efficient lighting, ventilation, heating and water systems, and extensive recycling. Rooms start at \$150 a night. No 1 Seething Lane, EC3, www.apexhotels.co.uk



ONE ALDWYCH

This Edwardian building in Covent Garden has contemporary interiors and is committed to eco-friendly practices and charities. Its flushing system uses 80 percent less water than conventional types, bleach is eschewed, and the lighting is timed and energy-efficient. Prices start at \$425 a night. 1 Aldwych, WC2, www.onealdwych.com

MELIÁ WHITE HOUSE

Sleep in style while keeping a green conscience. This four-star Regent's Park gem is the only U.K. member of the Green Hotels Association. It has efficient lighting, thorough recycling, and carbon offsets. Rooms start at \$190 a night. Albany Street, Regent's Park, NW1, www.melia-whitehouse.com

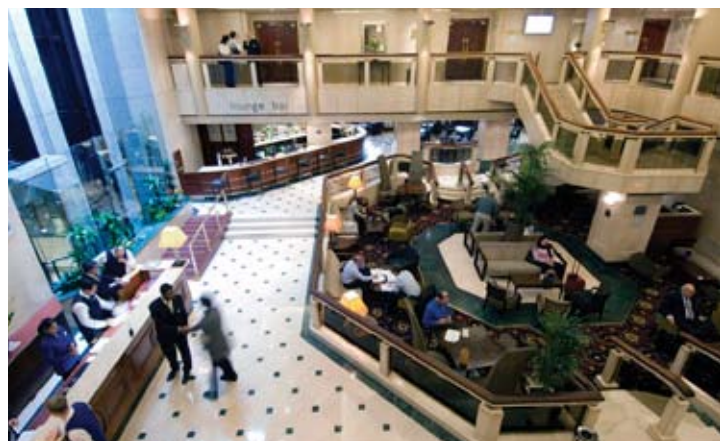


THE ZETTER

This Clerkenwell's hotel is a modernist design housed in a converted Victorian warehouse. Ecophiles will love that water for drinking, flushing, and air-conditioning is pumped from the hotel's own borehole. Rooms start at \$265 a night. St John's Square, 86-88 Clerkenwell Road, EC1, www.thezetter.com

HILTON LONDON METROPOLE

London's largest hotelier recently announced plans for carbon-free electricity in 69 of its U.K. and Irish properties. This location, a short walk from shop-central Oxford Street, also recycles paper from each room and has glass-recycling bins on every floor. Prices start at \$240 a night. 225 Edgware Road, W2, www.hilton.co.uk/londonmet



LONDON 2012:

THE GREENEST GAMES EVER?



Previous Olympic host cities aimed to impress with dazzling buildings. London is gunning for green credentials. A look ahead for the nearly 15,000 athletes, nine million ticketed visitors, and the future of the city:

>> The stadiums and Olympic village will be built in London's East End, currently an underdeveloped industrial wasteland. Contaminated soil will be treated and returned, and new greenery will be added to create one of the largest new urban parks built in Europe in the last 150 years.

>> Construction crews will reuse 90 percent of the materials from the demolished landscape in new structures, with the remaining new timber coming from sustainable sources. After the Games, the athlete's village will be converted into 4,000 housing units, with other buildings finding new life as community and health centers and commercial space.

>> In addition to creating more than 270 acres of new open space and wildlife habitats, the plan calls for restoring existing woodland and waterways and connecting these habitats to London's other green areas by a network of terrestrial and aquatic corridors.

>> Organizers aim for a zero-waste garbage policy at the Games. Wind turbines and biomass boilers will provide 20 percent of the Games' energy. Rainwater will be harvested, graywater will be reused, and organizers will strive to minimize all emissions other than those created by attendees flying in.

>> Cars will be used minimally, and organizers hope to create about 7,000 bicycle parking spots—some permanent. Transit officials plan to repair and extend existing train lines, adding more trains, more cars, new stations, and new signaling systems to boost ridership capacity.

An artist's rendering of the future Olympic Park



THE LAP OF ECO-LUXURY

Pamper yourself in guilt-free style.



Petersham Nurseries

Book a room at **51 BUCKINGHAM GATE**, a Westminster hotel with spacious, contemporary apartments and suites with personal butlers and chauffeur-driven limousines. Sure, those are indulgences—but this hotel harvests water, recycles comprehensively, and is reducing their energy consumption by 40 percent this year. Prices start at \$530 a night. 51 Buckingham Gate, SW1, www.51-buckinghamgate.co.uk

Relax your body and mind at **FLOAT**, a wellness and flotation center in Notting Hill. It's a haven of earth-friendliness, from the eco loos to the recycled stationery. Its Signature Living Nature Facial also includes a float in the tank and a massage, \$230. 2A Bridstow Place, Westbourne Grove, W2, www.float.co.uk

To truly experience England's posh life, there's no substitute for taking afternoon tea. **CLARIDGE'S**, a nearly two-centuries-old hotel in the upper-crust Mayfair neighborhood, serves a selection of organic teas from 3:00 to 5:30 p.m. for \$63 per person (\$79 for the champagne option). You don't need to stay there to partake, but reservations are essential. Brook Street, W1, www.claridges.co.uk

Tuck into a savory meal in Richmond's **PETERSHAM NURSERIES**. Their café and teahouse is the perfect respite from the city's congestion. After your meal you can amble through the nurseries' fruit trees. The menu changes daily, but you'll find fall menu entrées such as pan-fried halibut with Puy lentil, roasted tomatoes, and beurre blanc. Entrées start at \$32. Church Lane, off Petersham Road, Surrey, TW10, www.petershamnurseries.com

> BY 2016, ALL NEW HOMES BUILT IN THE UNITED KINGDOM WILL HAVE TO BE CARBON NEUTRAL.