

ALI HEWSON,
owner of Edun. Almost three years after its launch, this ethical range of clothing, created by Bano's wife, is still one of the market leaders when it comes to green get-up. edunonline.com

JANE SHEPHERDSON,
volunteer adviser for Oxfam. As former brand director at Topshop, Jane took on a mentoring role for senior directors at Oxfam last summer, working to encourage consumers to recognise the positive impact of shopping for re-used clothes and ethically sourced products.

REBECCA HOSKING,
campaigner. Rebecca persuaded the Devon town of Modbury to ban plastic bags, inspiring hundreds of towns and cities across the world to follow suit.

JO WOOD, founder of Jo Wood Organics. Jo's products are 98 per cent organic, and her new range, Everyday, which includes body scrubs, shower gels and lotions, will be out this spring. jowoodorganics.com

POLLY GOWERS,
CEO of search engine Everyclick.com, which allows users to fundraise for charity. Today the company raises money for more than 170,000 charities in the UK, including Greenpeace.

SARAH RATTY,
owner of eco-label Ciel. Sienna Miller and Cate Blanchett love this fashion brand, which includes organic cotton pieces and is designed to be washed at 30C to reduce energy consumption. ciel.tdauk

SAFIA MINNEY,
owner of People Tree. Fair-trade fashion comes no greener than from People Tree, which uses recycled materials and organic cotton, and ships all its goods by sea to save on carbon emissions. peopletree.co.uk

LIANNE MILLER,
founder of Young & Pure skincare. Lianne came up with the first toxin- and chemical-free skincare range for teenagers when her son was diagnosed with cancer of the lymphatic system, aged two. For stockists, call 01502 724226.

ORSOLA DE CASTRO,
founder of recycled clothing label From Somewhere. Thanks to Orsola's collections, which are made solely from recycled materials, you can snap up one-off pieces in vintage fabrics – and look fabulous – while helping the environment. fromsomewhere.co.uk

Never before has the plight of the planet been so prominent in our minds. And these 20 inspiring women are flying the green flag for Britain

Report: JO UPCRAFT AND LUCY CAMMISH Illustration: TODDAS PROCKY