

# OUR FUTURE NATURE PODCAST

## SEASON 1

### EPISODE 1: PEOPLE, PROFITS, PLANET

#### SPEAKERS

Katrina Razon, Sean Lee Davies

#### **Sean Lee Davies** 00:03

Welcome back to change makers. I'm your host, as always show me Davis. On change makers. I talk with some of the best minds and thought leaders in the field of sustainability, conservation and social entrepreneurship. I aim to separate the real deal from the greenwash and document the transformative technologies that can actually make a difference to our lives and our world. Our guest today is CEO and founder of KSR ventures producer of Wonder fruit festival and yoga trainer Katrina Razon hope you enjoy Katrina of us are matching Well, thanks for joining pookie. Just so everyone knows we're gonna get the formalities out of the way. changemakers is a little series I'm doing on IG and YouTube, profiling some social entrepreneurs, creatives, and thought leaders who are really helping the world pivot towards a more sustainable, conscious approach to doing business and really promoting the idea of conscious capitalism. Because we can't just rely on charities to save the planet. We need to change business from the inside out. And I was thinking about who to get on next, because we've had a few pretty high-profile people on already. Nothing. Wait a second, my girlfriend is an amazing venture capitalist, and also now a yogi printer. So, without further ado, Katrina Razon. Everyone. Hi, is also my girlfriend as some of you may know, her extensive bio quickly, she's a DJ, and CEO of KSR ventures. She's also the producer of wonderful festival, and creative director of CC concepts. And now a yoga instructor. And we'll talk a bit of a little bit more about that. Later on. She's an investor with a focus on key inflection, inflection points of outstanding net positive companies that aim to solve economic, social, and environmental problems in inspiring ways. Enabling entrepreneurs to create a better tomorrow is the very crux of her investment philosophy, which is amazing. And she's really, you know, forging a path as an investor in Asia where it's not as common to do this kind of stuff. So I'm hearing Oh, everyone thinks you're looking stunning. Which you are. I'm hearing is joining from Manila. So yeah, we're gonna start off. Well, thanks for joining cat Pookie.

#### **Katrina Razon** 02:51

What an honour to be interviewed by Shani, Davis.

#### **Sean Lee Davies** 02:54

Well, hey, no, I mean, you do really well. Now, you may have seen that we just released our video documentary on our climb up Kilimanjaro earlier in February this year, just before the pandemic hit,

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which is a good segue into a conversation about more we're gonna talk about so. Katrina, what was your experience? Like? Because I know you had a few problems, getting up the mountain, but what was your overall experience like climbing Kilimanjaro?

**Katrina Razon** 03:24

It was my first big climb. So I, I really did not know what to expect, I certainly did not expect that much of rain in this height. So the rain really did freak me out a little bit. But what I also didn't expect was to be humbled in that way. I mean, when you're on Kilimanjaro, Africa's tallest mountain, you feel so small, and so tiny. And it just kind of reminds you that sometimes when you get stuck in our bubbles that we forget about what's really out there in the world. And Kilimanjaro is this magnificent mountain with its own weather system, for goodness sake. And I was truly humbled by it because I learned that going slow is the best way to it's not a race, but let's just say slow and steady wins the race. Right? And by going one step at a time, it forces you not to be too fixated on the summit, because what it is, is it's a journey, not a destination similar with yoga, for example, you know, we're always so fixated on the yoga asana, the poses, getting into a pose getting into a shape when Yoga is a feeling it's not a shape, it's a it's a journey with no destination.

**Sean Lee Davies** 04:49

Right? I will come back to the yoga in a bit because that's really quite important in your in your developing journey as a as a social entrepreneur. What was your most memorable moment And then from the climb I mean, there were there are many. But what do you think was like sort of standout moments? Yeah,

**Katrina Razon** 05:05

I love the Bronco wall, which was the scramble and this vertical climb. And it was the only day where it didn't rain on the eighth day track. And it was just so wonderful to see all the climbers, happy and feeling motivated under the sunshine. And we really got to see the mountain and all of its glory, because there's like five different climate zones on Kilimanjaro, unlike a lot of the mountains, or the tallest peaks around the world, if you will. And it's crazy to see like, desert plans at that altitude. It was so stunning and so beautiful. And I could climb that wall again tomorrow if I had to, I would certainly hope not to get altitude sickness on the summit night.

**Sean Lee Davies** 05:55

Yeah, cuz that was a really big challenge here. And I know there are a few of the climbers watching now. But I mean, was there a point that you didn't think you were gonna make it? Because there was so many points? I didn't think you were gonna make it.

**Katrina Razon** 06:06

Yeah, I mean, it was. To be honest, it was really freaky, because I did not expect to have that kind of reaction because I was feeling relatively fine. But I guess the combination of the Diamox and not compensating by drinking more than enough water really got to me at that altitude at Basecamp,

essentially. And I really, really was, I will spare everyone from the grisly details, but it was really tough. Something like that has never happened to me before. But I kept thinking about, you know, we made it all the way out here. And we were doing it for a cause, which was to raise funds for wildlife conservation in Southeast Asia, and in Africa, and a lot of kind donors had donated to the campaign and showed their support, honestly, was only motivated by, you know, the other climbers like you, and by the donors as well.

**Sean Lee Davies 07:05**

Yeah, either one of those donors being disappointed. Just as a reminder, Trina was actually one of the biggest fundraisers on the trip. But if you'd like to donate, please go to [ProjectSeachange.com](http://ProjectSeachange.com). And you can find the donation links there to the relevant charity. Plug, boom. But yeah, no, it was really amazing. But I think the main point to remember, of course, apart from the actual climb is that during COVID, we've actually seen an explosion in poaching, contrary to what people would think, because most of the conservation is funded by tourism dollars. So when the tourism stops, the conservancies haven't got the funds to pay rangers and to pay for the anti poaching activity. So it's very important that people kind of support the conservation conservancies out there in Africa, especially at this critical time. So please have a look on our website and see how you can support that. So just moving on from Kilimanjaro. And let's talk a little bit about your investment strategy because obviously you're a female entrepreneur, you're extremely young investor and your whole portfolio is based around these net positive companies that how do you distinguish which companies do the good work and which companies to say greenwashing

**Katrina Razon 08:23**

net positive for the listeners who aren't familiar with the term means that you are giving more back to the earth to its people than you are taking away from it? How I distinguish a net positive company from a company that is clearly greenwashing is, you have to look into the values of the company first? Are the values aligned from the board of directors all the way down to every single stakeholder involved in that company or organisation? There are a lot of greenwashing out there. An example of greenwashing would be a brand like H&M rolling out a conscious fashion. When we know that H&M is notorious for exploiting their workers and polluting the natural environment. So it requires a lot of due diligence, for instance, because there are, it's a new space, if you think about it, it's a brand new space because the idea of climate change, climate volatility wasn't in the collective consciousness, let's say 20 years ago. So it's a brand new space and everyone is trying to figure it out. And it's okay for everyone to try to figure it out. But when the big corporations are trying to take advantage and trying to make themselves look good through greenwashing, because there is a shift in what people want in their lives and what people want to associate themselves with from brands to and people in brands are very personal, like people will really support the brands that speak most to most to them. And this is happening in the food industry as well, this is happening in fashions is happening across all industries, and people are demanding for transparency. And people are demanding for accountability. Because what we're seeing now is that the there children all over the world that are fighting for their futures. And it's, it breaks my heart that that our leaders are

incapable of leading that children have to fight for their own future, because we are the first generation to know how our actions directly affect the planet and how these corporations are segregating the forests, the seas, all of our last remaining wild places out there. And I think that in order to effect and to change the collective consciousness, you need to go into the businesses themselves and demand that they align themselves with sustainable development goals. For instance, how are they practicing regenerative culture in the work? Are they treating their, their supply chain? Right? And ethically, for instance, the health of people is very interconnected with the health of our planet. Right.

**Sean Lee Davies** 11:29

So I mean, there's two things that is it bad that big companies and are trying to say be more sustainable? Or is it what you're saying is that they're not doing it in an authentic way?

**Katrina Razon** 11:41

I think that the big companies are the perpetrators for illustrating this narrative that look, if you're not recycling, this is your fault, you have to recycle. But as we've come to learn, recycling is very costly. It's unrealistic. And it's coming from these big companies like the Coca Cola us, for instance, why is it that a can like a ball of Coca Cola is cheaper than their bottle of smartwatch? It's all connected in that sense. They always try to net like, give this narrative that its individual swallow its individual action that's going to get us out of this mess, where in fact, there are 100 companies that are responsible for 70% of global emissions.

**Sean Lee Davies** 12:29

Yeah, it's a shocking fact. And there's a lot of research now showing how the companies like BP pushed on these terms like carbon footprint to Yes, to shift the discussion away from the corporate giants onto individual action, where, there's only so much the individual can do the system itself has to be changed. And these are state sponsored subsidized systems. So it's very much about financing green financing, if you like, of changing finance, so that it only their finances only supports green initiatives or companies that adhere to these principles. We also talk about, you know, the term climate change was brought in by you know, these big corporations to step away from climate warming, which is really what's happening. So yeah, some big problem. So why don't you talk a little bit quickly. And by the way, before we carry on, don't forget, this is an interactive session. So if you have any questions, instead of me asking the questions all the time, write them, and I'll do my best to, to put them to Katrina. But going back to Okay, so how, as an investor, can you actually make money out of this kind of strategy? And secondly, just quickly outline three, say, companies, three companies from your portfolio and talk a little bit about them, because we have a huge amount of time.

**Katrina Razon** 13:51

So what one really amazing company that I've backed is a company called Dear Francis and dear Francis, aims to slow down the fashion cycle. And in arguably, the fashion industry is one of the

biggest polluters second to the oil industry of the natural planet. And what dear Francis aims to do is slow down the fashion cycle only bring out permanent collections and things that are driven by trends, if you will, because the issue is that why do we need to keep buying and buying more things? Why can't we just have an investment pieces that we will keep for a lifetime and the pieces that come out of dear Francis are made to last lifetime and for every shoe that's purchased, the company donates shoes to children in need in areas of app in Africa?

**Sean Lee Davies** 14:48

Great. You also invested in water company as well. So yes,

**Katrina Razon** 14:53

yes, the company is called next level water. And basically what I tried To focus on his focus on, because you can't address climate volatility and environmental issues without creating some sort of economic inclusion, and inclusion in general for the poor and developing countries and developing nations, and Jane Goodall once said that you cannot have a healthier planet, if you're not going to help the poor, because they can't be out of this equation. They're completely out of society. And, and it's terrible. And what next level water does is they've created a micro-D sound system, that does not negatively affect the environment. But it puts the water through this reverse osmosis, providing clean water way below market value to coastal communities in the Philippines that are undergoing a water crisis, because a lot of people don't realize that there are certain communities in the Philippines that have been in a water crisis since 2014. And this issue is only going to worsen as climate change climate volatility worsens. In the next few years.

**Sean Lee Davies** 16:11

Absolutely. And as you mentioned, like, especially with a lot of the conservation work that we do, there is no conservation without community you have to be in order for conservation initiatives to work, there's no point of saying we're going to protect the animals present the forest, if the people around those forests and animals are, you know, living in poverty, it just doesn't work. So you have to look up to

**Katrina Razon** 16:34

or unless you incentivize them. And, you know, there I know, a lot of communities that live around mangroves in this country, and there are a lot of construction companies and mining companies that want to destroy the mangroves to build like highways or do just destroy them. And I mean, we were together in Chicago when we asked Marlo, if he realized like if he understood the importance of mangroves, and he couldn't even answer. So it really is about educating communities. And a good example, too. And the reason why a lot of dynamite it still happens in the Philippines. But part of the reason why there was a big decline on dynamite fishing is because people educated the fishermen and said, Look, if you destroy the coral reefs, then you have no livelihoods for your future, you won't be able to feed your families. And in the Philippines, people don't dream about the future. They don't dream about goals, what they're thinking about is how am I going to feed my

family for dinner for lunch, they, they literally think from meal to meal, because there's no other choice. And we have to find a way to empower these communities so that these communities have a reason to protect these wild places. Because in the end, they all work from each other. It's all interconnected. Yeah,

**Sean Lee Davies** 17:58

you make a good point about the mangroves, because 800,000 hectares of mangroves are lost every things every year, and within the next century, they'll disappear. And the mangroves are incredible buffers against extreme weather and, and soak up 10% of the carbon. So very important to keep those mangroves plus they're also places to go and explore. Now you touch a point, a good point that about lack of leadership, like bad leadership in the wall right now, like turn on the news every day is Oh my God, who is actually leading. And if you look at the COVID stats, the company that the best performing countries in terms of preventing COVID I think the top five are run by women. So what do you think? What do you have to say about female leadership? And do you think one that we will have more female leaders? And two, are women actually better leaders than men? Are you willing to put your reputation on this? Oops.

**Katrina Razon** 18:59

Well, why RBG was so amazing is that she fought for women, because women need to be in the places where the decisions are made. And the only the only way we're gonna see more gender equality in the world is we need to elect more leaders who are women, because diversity literally leads to innovation. And what we've seen around the world is that leadership has greatly failed in in leading the response to COVID. North, I mean, America had ample time to prepare for this virus and look what look what what's happened. You know, it's, it's, it's amazing how the countries with leaders who are women were fast and acted quickly in their responses and they isolated cases. they trace aggressively. And it's something that the whole world needs to take note of, because when you elect more women who are leaders, you lead a more inclusive society, for all

**Sean Lee Davies** 20:12

absolutely hope we do have more women making big key decisions, and let's see what's going to happen to us. But now, let's talk about COVID. Obviously, we're in a very different world to where we were last year, and in a way COVID presents. It's a very tragic human tragedy, and it's very tragic for many people across the world. But it does present a new opportunity to reef frame the way that we live and interact with nature. And by the way, I just had a comment from Fidel, hi, Katrina, just wanted to let you know that you're a huge inspiration to me, as a woman in VC, a male dominated space impact investor that love our ecosystem, we need more women like you, thank you, thank you love. But just going back to this, the idea that new normal, you know, as I mentioned, I might have mentioned before, the new research showing that more people now many more people are considering the environment when making decisions about what they're going to buy, considering brands that are making a positive impact in society. So that kind of circles back to the investment strategy that you have, in this post COVID. Well, is it going to be profitable to be investing in these

companies? Or do you think it's profitably is going to be profitable anyway, invested in these companies

**Katrina Razon** 21:40

love what I've, what I found about the space is that most people misconceive doing social environmentally good for you No, no profits at all. And the space is uncompetitive, in that sense. And what I'm noting is that the more value driven your company is, the more that you empower the local communities around that service or that product, you attract the greatest and brightest talent. I don't want to invest in a company that's only driven by fast growth. Because as we see fast growth is one of the reasons as to why our planet is at the state that it's, no, it's all about like capitalistic gains, but at the cost of what and what this pandemic has taught all of us, especially when we were all earlier this year, when we were all at home during lockdown, is it made us reflect and it made us think, really hard as to why the world wasn't such, it wasn't such a state, what kind of society values exhaustion as a badge of honour, because leading up to the point of the lockdown, being in the music industry, you are constantly working in all sorts of odd hours, you're dealing with people who are cruel, who are vulture, like, like agents, for example. And they have no respect for your time for your energy, and especially being a woman in this space. Okay, like, every single agency I'd walk into, they would always think that I was the intern. And there's nothing wrong about being an intern. But the fact that I'm standing there as the festival producer, and not just because I'm a woman just because I look young. And during lockdown. All of this came to me really, really hard. And I thought about it a lot. And maybe our normal wasn't that great. After all, why can't we just work together to create a better normal? Why is it that our most essential workers are the least paid. And I think this is going to be this is going to be the point in time where people value their local community, so local designers or local musicians, the local artists, because so much was at stake. People are losing their livelihoods. And why would you support something that is an ocean away? When you could support the musician who lives down the street? Why can't you support the local designer in your community who you know, makes her clothes with love who treats their supply chain with love and makes a huge difference when you think about it that way because people then think about their communities and when you think about each other, then you think about the world around you and even if us as individuals we can't single handedly change the world but you can. You can change how a person feels about themselves. You can make an artist you can make someone feel great about their work and feel incentivized and motivated to bring their art to the wall.

**Sean Lee Davies** 25:05

Absolutely. And let's talk a bit about this kind of career pivot. I mean, obviously, wonderful, sadly, is not going to happen this year, it's been postponed to next year. And obviously, your events company has taken a bit of a sudden a bit of a pause, I think a lot of people in the event space including myself, having to take a break, you know, you've taken lockdown, and you've become this sort of over zoom, you become a yogi or a yoga Pro. And he tell us a bit more about your experience and how you're now a yoga teacher in the space of two, three months.

**Katrina Razon** 25:39

I mean, in the Philippines, we had a very, very hard lockdown it starting in March, you know, we weren't allowed to leave our, our own homes unless it was to go to the grocery or unless it was dire emergency. And I felt very, very sad, I felt very low, because I couldn't see you. We couldn't see each other since Kilimanjaro borders closed down. You know, I was in my room one day, and I kept thinking, will I continue to just feel sad and depressed about this? Or can I do something about this, and I practice yoga for many, many years, but I never found a system that resonated with me. And it takes time. Everyone has their own path into yoga, it there's no system that is right over the other. But I did find the system. And it brought me into awareness with my breath, awareness with my feelings, awareness into this idea of, of witness consciousness and how to process a lot of the news that I was consuming on a daily basis and how not to freak myself out. Because when you read the news, and you can't leave your home, your home, it gets to you, it almost becomes like this vicious cycle of let's call it panic porn, know where you're, you're just like hyping your other family members up about, you know, whereas COVID, like, which places has the outbreaks and I thought that was becoming very toxic. And yoga helped me process those feelings, it helped me process my anxiety because, you know, similar to you, my events company was is on hold because we can't do anything. The government hasn't even given us a timeline as to when to resume music related events at all. So I And I figured, you know, I needed a break from the music industry. I've been in it since I was 16. And this yoga practice, called awakening, yoga really spoke to me it really resonated with the fibers of my own being and through breath through meditation and through movement, I realised that I had this passion for anatomy and kinesiology and similar lead to my work in investing, I realised that the more that you practice, the more that you do the work on yourself, the better person that you become, in serving others around you. Because in order to make sense of the world around us, and I know that a lot of people are feeling helpless to feeling hopeless in this time, especially with news of the wildfires in the US wildfires in Australia, in the Amazon. And people are experiencing this very deep, very, very paralyzing feeling of eco anxiety and eco grief. And what I realise is the best remedy for that grief for that anxiety. And it's completely valid is through action. If you think that your actions won't make a difference, there's someone out there in need for your help. So you can donate to a cause that provides COVID. Really, if you could donate to a national park and Africa that has been ravaged by poaching and needs to support the rangers and to combat poaching. There's so many different ways that you can feel better. And all of those ways are through helping other people. And there's so much out there other than yourself, essentially.

**Sean Lee Davies** 29:30

Amazing. Yeah, and absolutely taking action is probably the biggest service that you can do. It may not change the world and it may not make the headlines, but just taking that action is very important. And it's a way of fighting back against the tidal wave of negativity that we face. Media. So really, how has yoga sort of changed you as an investor Do you think? Do you think it's only going to make you more aligned to this kind of conscious cow To listen, or ethical capitalism?

**Katrina Razon** 30:03

Absolutely, because the more the more that you practice, and it really is not just a physical practice that what, what makes yoga different from fitness disciplines is the philosophy, the ritualistic traditions surrounding it, and the intention, and what's important in investing, and there's no book on how to invest, the only way you're going to learn how to invest is by investing. I didn't go to school for business, I studied communications, and I'm learning I'm still learning on the fly. And what the commonality between yoga and investing are is the intention, what is the intention of this brand? What is the intention of the of the stakeholders? What is the intention of the founders? How can we all work together to build value and to create a better normal all together? Because I like to think in one of my heroes is an investor named Naval, Ravi Kahn. And one thing he said, on chain perishes podcast called The Knowledge project, which, by the way, is a great podcast, everyone should subscribe to the knowledge project. And he said that he only plays long term games with long term people. And this is not like mind games manipulative games, this is the idea that you want to be able to sit down with a business partner, or a founder of a company, 30 years from now with coffee. And likewise, you want to be around people that you want in your life forever. You don't need to be distracted by all this noise. And it's all noise, everything. It's about building your, your interpersonal relationships, the values, it all, always comes down to the values.

**Sean Lee Davies** 32:08

Fantastic. And what advice, you know, taking that those principles to heart, like, if you're a budding entrepreneur out there, what advice would you give to someone, someone who's listening, wanting to start their own business, especially as a young female? What advice would you give them?

**Katrina Razon** 32:26

I would advise to be more concerned about the people suffering from the problem, then passionate about the solution. Because when you're always practicing empathy, and that sense, there's always going to be a new problem presented. And if for one second, you lose touch with your customer, then you're lost, you always must think about your true customer. And it's, it's funny, I know, you and I watched the social dilemma. The other night ad. True was watch. Yeah, and it's on Netflix. But what was interesting, and I was talking about this with my cousin, Gabby earlier, is that besides from the drug, the illegal drug trade, the only business and the only industry that views their customers, and describes them as users, is the tech industry. That says a lot. That says a lot. And I know you and I always have conversations about, you know, science and, and consciousness are like, how could we? How could we like, put, like the humanistic aspect in in numbers and data so that we're more than just a number in data collection? And when I see platforms, and irony is we're doing this on Facebook, on Instagram, but the way that I see a such a powerful company, literally tear the world and tear democracies around the world apart. I mean, look, look at us here in the Philippines. Prime example. As to what was happening to Maria Ressa For, for goodness sakes, it's, it's crazy that why do we have to be at the grips of these tech companies who only look at us as users? Yeah, and I don't want to like support any like business who views there, their customers as users because you're the guinea pigs.

**Sean Lee Davies** 34:37

Be quick in the background. In the proud owners of two guinea pigs, yeah, there's so cute and always must align everyone you actually feed them a lot of projects from your one of your companies. Right?

**Katrina Razon** 34:57

Right. It's the shameless plug self-promotion, but it's a company called Future fresh, can hear the squeaky. And what I really love about future fresh is again, I, when I look at it in the overall health of the planet, you have to look at it from the overall health of the people living on the planet and our food systems around the world, the fact that 75% of the food we consume are genetically modified, containing GMOs containing pesticides, the food industry is destroying our pollinators, every single This is a crazy fact to digest, because for all of you who love your almond milk, you listen to this because every single element in the whole world has been pollinated by a bee. And majority of the different bee species in North America are going extinct because of the pesticides that are being sprayed on the crops in America. And of course, industrial farming, from an ethical and from an environmental standpoint is it's horrific. It's horrific. The, the way that you see how these farms are churning out chickens that are like bigger than gates, it's, it's horrible. And when you look at when you look at it from that perspective, people are getting more sick people are developing early onset Alzheimer's, you know, from the ages of 40, from the ages of 50 people are getting diabetes. And now there's a big, big, big campaign that's being funded by the Coca Cola group to pay off influencers. And I mean, I saw podiatrists on Instagram last night, a foot doctor, talking about how sugary soda doesn't cause diabetes. I mean, the fact that Coca Cola is paying these ridiculous people on Instagram, to peddle out these lies when diabetes is rising everywhere in the world. It's rising here in in Asia as well. In Japan, for example. Alzheimer's is increasing because of the new the new rules of importing American junk food essentially. And what future fresh is doing with their business is they've created a hydroponic farming system that is based in urban centers such as Manila, and they grow all of the produce that is typically flown in from overseas. There's a there's a lot of issues with that principle. Because by the time you purchase it a it's expensive, be two days after it's already bruised up. And you It's you can't even eat it. And the fact that future fresh are only growing produce that are not being grown by local farmers in the Philippines. So they're not competing with the local farmers. What they want to do is they want to destroy the demand for overseas produce because again, like how much carbon is being wasted to eat like a plant that's flown in from California, right or from Italy, when you can, when you can grow these here and especially with the weather being so unpredictable Typhoons are destroying farmlands everywhere, that I think that systems like hydroponic farming are really going to be prominent within the next few years, especially when food security is going to be a massive issue.

**Sean Lee Davies** 38:59

I'm the guinea pigs Love it. Love it.

**Katrina Razon** 39:03

Love it. Do you guys want to see them? There's so funny I'm gonna feed them our kale.

**Sean Lee Davies** 39:15

And there you go. There's Abby Camilla. Hydroponics from future fresh one of Katrina's invested companies that she's invested in so there you go. The proof is in the lettuce. Yeah,

**Katrina Razon** 39:33

I mean there's no pesticides sprayed on it so it's completely safe for your furry friends if you are based in Manila

**Sean Lee Davies** 39:42

well thank you great eyebrows moto

**Katrina Razon** 39:50

Hi Nikki. Yeah, really quite something. Funny how how getting a A pet in quarantine really makes a massive, massive difference. I mean, it's certainly amazing for your mental health. Let me just

**Sean Lee Davies** 40:08

say. That's, that's awesome. We go see IVF flow. So thanks to that, Peggy. And just so a nice, thank you, Adam. Adam, they're really fun. Just bringing this to sort of, you know, wrapping it up. And talking about sustainability, sustainability versus regeneration, and why there's an important difference here. You know, we talk a lot about sustainability. But, if you invest in regeneration, the benefits are manifests manifold, or, you know, exponential. So, to want to talk a bit about them.

**Katrina Razon** 40:49

Yeah, I mean, um, you know, the conversation needs to shift from, you know, sustainability because sustainability can, it applies to so many different things. And it really only means maintaining something. Whereas regeneration is giving back to an ecosystem that thrives on you giving it something to thrive on, for instance, regenerative farming over industrial farming, where you let the cows you let the pigs you let the chickens roam free in the pasture, and what happens when that pig walks over a flower then that flower goes and like the seeds go everywhere. And, and look honestly, animals that are raised in a regenerative farm. Not only is the meat much better for you in terms of like, there's no antibiotics pumped in it. But the animals live a good life. They live a happy, happy life. And the topsoil for example, topsoil, sadly, is considered a non-renewable resource. And the problem is that scientists estimate that the topsoil will run out of farmable topsoil by 2065. And that's really scary. What Destroys topsoil, again, are these bloody pesticides and all the Toxics that we're polluting our farmland with that we're polluting the land with all this toxic poison and topsoil sequesters carbon, like they said, Queter, more carbon than trees and what I really believe that and what I'm I would love to see happening in the future is hemp. And hemp is one of the most incredible ancient crops that we have today that we are not taking advantage of. We need to give up this whole concept of reefer syndrome. Okay, and stop calling it marijuana because marijuana is, is a

term that was invented by the Hearst group when they wanted to promote their timber business or wood business, to destroy the hemp business they have industry. And marijuana is, is it's a derogatory term, it was meant to paint people of colour to be criminals. So let's drop the whole concept of marijuana of reefer syndrome and look at the potential of this amazing plant. Because when we plant hemp, it's sequestered is more carbon than entire forests. It is a much more sustainable and a much more regenerative. You must unwind regenerative fabric and a stronger fabric than conventional cotton. It has been proven I mean, it's amazing how many companies are, are using him for construction material like in the UK there are there are many architectural firms that are building homes made out of hemp bricks. And to me I think this is the future as we see the most amazing therapeutic benefits coming from this plant. Besides treating high levels of anxiety it It treats children who suffer through seizures. And we need to give up this whole this strange taboo around it, especially in areas like Southeast Asia where there's a death penalty that meets you for something such as hemp or cannabis. And a reason for why these drug laws are in place around the world is because, sadly, is that the US is the key authority figure in creating these drug laws that have been in place since the 1960s. We need to look at what we have already in our backyards. We need to explore the many different applications in him because as we're crying out about economic recession, there are new jobs in the market and there are none. But if we explore hemp and all the different possibilities with hemp, you get more jobs, it creates a better environment in terms of carbon sequestering in terms of carbon absorption. And in terms of, of empowering farmers.

**Sean Lee Davies** 45:18

Absolutely. He touched upon this point that natural climate solutions are far cheaper than creating these wacky technological solutions. And, you know, roughly three to 3.2 billion people are currently impacted by degradation of land, if we invest every \$1 invested in restoration will generate an average of 10% on that investment. So, you know, that's another big topic, but the solutions are out there. Nature already has the solutions have mycelium looking after the topsoil to sequester the carbon. So we really need to just look to the solutions that nature's engineered over billions of years and help that reactivate or regenerate. Regeneration is key. So I'm

**Katrina Razon** 46:02

telling you, mimicry. Yeah, all about biomimicry.

**Sean Lee Davies** 46:05

So tell us quickly, actually, on that point, blood guts glory, mentioned the documentary need to need to grow which has just come out as narrated by Woody Harrelson. And it talks precisely about the topsoil issue and then how topsoil is an essential is essential to our food chain. And yet we're disposable resource, we have to do something about it very quickly. And then thank you for the question. How do we get future fresh in places like Hong Kong? See, we're plugging your business Yeah,

**Katrina Razon** 46:39

Well, I'm not sure if the rents in Hong Kong are going to be friendly. For a container. But we are definitely open. I mean, looking into expand, expanding and deploying this kind of technology around in, especially in Southeast Asia, for sure. It's in the pipeline.

**Sean Lee Davies** 47:09

Right. Well, certainly, we're running out of time. But I think, you know, we've covered Kilimanjaro, we've talked about regenerative capitalism, sustainable ventures, you know, I think you're, you're really a inspiration for especially for young women who, aided by males. So, you know, it's really, really great that you have you spend some time on this channel to share with it. Thank you very much. I love you. And thank you, the Iman, Jay. And thank you. So just to finish off there, what would you say is someone who's looking to maybe change their career, this sort of later stage in their life because of the COVID pandemic, because of the recessions? They're going to hit? What would you say is the best advice, because a lot of people are fearful right now for the future.

**Katrina Razon** 48:05

I've read somewhere very recently about society celebrate, I mean, like, we need to, like just drop all of these 40, under 4030, under 35, under five, because if you think about it,

**Sean Lee Davies** 48:23

that's really, that's really sad.

**Katrina Razon** 48:27

The basically, so, um, you know, society loves to put these timelines, but timelines and timeframes, but we all know, they, they're not realistic, and they don't exist, and they should not even be brought into the collective consciousness. Because you can do anything at any age. It only takes your ability to be curious, your ability and your desire to take to take risks, because it Alan Rickman got his first acting job when he was 41, or something like that. It's never too late to turn over a new leaf. And, you know, we, we always have to look at ourselves. And even if you don't live near the ocean, or you've never seen the ocean in your life, we are still the ocean since our bodies are made out of water as well. And when we are kinder to ourselves in that way, kinder in the sense that giving ourselves to the rest of need, giving ourselves the ability to play the ability to stay curious the ability to want to learn a new skill, it's okay to want to finish your undergrad degree when you're 60. As long as you are curious, and you're fulfilling that childlike desire to learn because there's so many. One thing that's amazing about this world today is that there's so many resources out there and there's so many free contents and there's so many great content and a need for great content. You pay for great content, because if you want content creators to make that kind of high quality, then it's understandable to pay for it. But what's amazing is that it's accessible through a click away. I got my yoga teacher certification online, and this is the first year that yoga alliance is allowing for that to happen. And to me, that's crazy. Like I've connected with all my classmates from all around the world. We feel very connected to each other, yet we have not met each other in person. And we've been very vulnerable with each other. It's just things that like that, that are so exciting about the

times that we live in, even if the times that we live in may seem scary. There's always, always something new to learn. You just have to have that childlike curiosity to keep exploring and keep playing.

**Sean Lee Davies** 50:52

Absolutely. Thanks so much for the wise words. Now let's stay Katrina. Thanks. I love that time. But thank you everyone for joining join us next week at the same time for another interview with an exciting change maker who we get to announce. But you want to rewatch this, we'll put it on YouTube on IG TV so you can watch it at your leisure later on. Thank you, everyone for your support and questions. And if you have any questions, I'm sure Katrina will be most happy to answer you directly on IG messaging, or on Project C:Change.

**Katrina Razon** 51:31

And there's a there's a new documentary coming out this week called kiss the ground. It's all about topsoil. It's all about how the solution to combat the climate crisis is literally underneath our feet. That's the soil. So go watch it. I think it comes up tomorrow or the day after but kiss the ground organization is unbelievable. There's so inspiring. And if you're looking for another inspiring documentary, go watch my Octopus teacher because animals and care for wild animals This documentary is going to make

**Sean Lee Davies** 52:09

my future as a must. You will never look at nature and you'll never eat another octopus again if you eat Oh yeah, thanks so much. Thank you, life hub, well cared for and your comments. We'll be back next week. And we'll see you soon.

**Katrina Razon** 52:27

See ya. Thanks, love, cookie.

**Sean Lee Davies** 52:35

If you like our show and want to support our work, we have a patron link on my website ourselves. [studio.com/podcast change makers](https://studio.com/podcast/change-makers). We'll be back next week. See you then.