

# Sightings

...focusing on sustainability in the South West

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Sightings is the news magazine of:

**Sustainability South West**

**SPECIAL ISSUE ...**

**fair shares  
fair choice**

Spring 2007

## Having our low carb(on) cake and eating it!

New climate change movement launched in the South West

See inside for how you, your business, organisation, community group or school can join in!

Please tear out and sign on reverse



carbon card

[www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)

VALID FROM 2007 EXPIRES END 2017

YOUR PERSONAL 2007 CARBON BUDGET = 4.2 TONNES

Introducing 'Fair Shares, Fair Choice' – supporting you to make positive choices about climate change

# The choice is yours

Minimising manmade climate change is almost certainly the biggest challenge humankind currently faces. We are all experiencing some impacts right now because of the levels of greenhouse gases already released into the atmosphere – but we can choose to halt very dangerous climate change if we act quickly.

There's strong consensus about what levels of carbon dioxide (CO<sub>2</sub>) emissions we need to stay within to avoid really catastrophic impacts – and whilst world leaders work to negotiate a global plan, climate experts are urging us to 'get on with it!' There are lots of choices we can each make today to stop us being part of the climate problem and start being part of the low carbon solution.

*Fair Shares, Fair Choice* (FSFC) is a new resource to help you along your own low carbon 'journey' – whether it's as an

individual, a workplace or within a community setting (see p. 4). It's a way for a growing movement of people to show their support for the principle of living within a globally fair and safe share of CO<sub>2</sub> emissions.

FSFC helps individuals, businesses, community groups, public agencies and other organisations to take positive steps to reduce their 'carbon footprint' and gain lots of other benefits along the way. You can 'sign up' to the 'fair shares' principle on the FSFC website and choose from a selection of carbon action plans, challenges, stories, downloads, handy hints and links. Our virtual 'carbon coaches' are on hand to guide you through it all! (see p. 4)

*Fair Shares, Fair Choice* was launched in the South West of England on 22 March 2007. A globally recognised CO<sub>2</sub> reduction model (see 'C&C' – opposite page) has been used to calculate a fair 'carbon budget' for the



FSFC gets off the ground with kites to illustrate current average personal CO<sub>2</sub> emissions and a fair carbon budget for 2017

region along with a budget or 'fair share' for every person who lives here (covering the CO<sub>2</sub> emissions we have personal control over). FSFC's 2007 carbon budget for individuals is 4.2 tonnes – see your 'tear out and keep' carbon card below! The average South West resident is over budget, using around 4.8 tonnes – without including international flights or cruises (a return flight to the Med' weighs in at a hefty one tonne!). 2017's personal budget is 3.2 tonnes, so we need to reduce our collective carbon spending by around a third over the next 10 years. Through FSFC you can explore how to make your carbon budget go further and share your 'carb-cutting' experiences in a friendly environment.

The ultimate aim of FSFC is to help get the South West's CO<sub>2</sub> emissions 'in budget' – a fair slice of the global carbon cake for those of us who live in this part of the world. New technologies and government policies are being developed but taking action yourself, now, will give you and the planet a big head start!

## Background to Fair Shares, Fair Choice

All UK regions have been challenged by Government to explore a 'Big Idea' for sustainability (the idea that healthy human societies will be able to live on a healthy planet for many generations into the future). Supporting people to make choices towards living within a 'fair share' of carbon is the South West's 'Big Idea'.

*Fair Shares, Fair Choice* is coordinated by Sustainability South West (SSW) – the independent 'champion body' for sustainable development in the South West of England. SSW promotes action on sustainability and champions visionary leadership, innovative policy and new partnerships and projects.

Please tear out and sign your carbon card

PERSONAL CARBON BUDGETS IN TONNES

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
4.13	4.04	3.95	3.85	3.75	3.65	3.54	3.42	3.32	3.2

I sign up to the principle of a globally fair and safe carbon share for everyone

My initial carbon expenditure/footprint

My target 2008 carbon expenditure/footprint

Signature



[www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)

**“We regard C&C as no less than the logical starting point for any sustainable future.”**

*New Economics Foundation (2003)*

**“[C&C is] A brilliant, imaginative and simple means of reaching a just global agreement on emission reductions.”**

*Mayer Hillman, Senior Fellow Emeritus, Policy Studies Institute*

**“C&C is a beautiful model”**

*David Miland, Secretary of State for Environment, Food and Rural Affairs*

## Here comes the science bit!

### ‘C&C’ – the Contraction & Convergence model

Developed by the Global Commons Institute, the Contraction and Convergence (C&C) model is a widely accepted global framework for reducing greenhouse gas emissions (GHGs) to safe levels in a socially just way. The model provides a global ‘carbon budget’ with annual reduction targets for CO<sub>2</sub> emissions, based on levels considered safe to avert dangerous climate change.

Once in the atmosphere, GHGs can take up to 200 years to decay, which means that to stay within safe levels it will be necessary to continue to reduce, or ‘contract’ emissions year-on-year, to near zero by around 2080. The diagram below illustrates the scale of worldwide reductions required to achieve C&C.

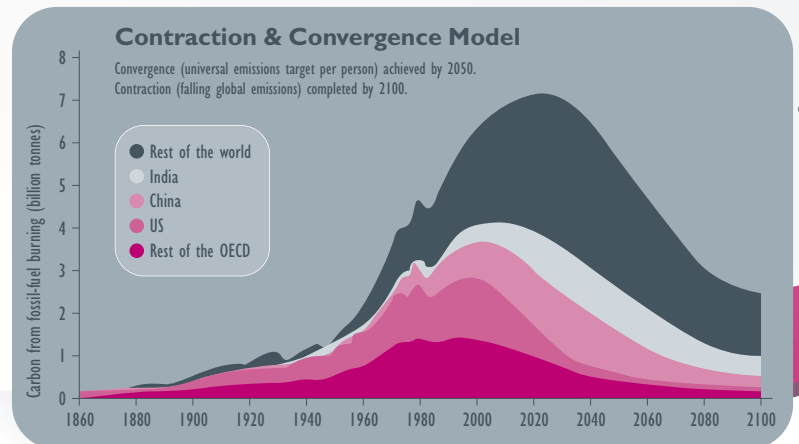
Global equity is a governing principle of the C&C model. Historically, levels of emissions have been related to a nation’s wealth. As a result, per capita emissions (‘per person’ averages) in rich countries are well above the global average and in poor countries, well below. In the C&C Framework everyone is given an equal right to emit CO<sub>2</sub>. In order to resolve current inequalities, individuals in developing countries would initially be entitled to emit relatively more CO<sub>2</sub>, and those in developed nations relatively less, until per capita emissions from all countries ‘converge’ at an agreed annually reviewed level.

**“Addressing climate change is not a simple, short-term activity. It will take many years and will demand changes to the way we live. The principles of C&C must drive the processes of change. Providing targets and budgets with realistic timescales to guide us is vital and Fair Shares, Fair Choice does this admirably.”**

*Ian Roderick, Schumacher Institute*

In applying the C&C model, the UK’s permitted emissions have been divided by its projected population to give a per capita figure. This indicates how much carbon individuals within the UK are entitled to emit, otherwise referred to as our individual ‘carbon budget’ or ‘fair share’. In 2007 our individual carbon budget has been calculated at just over 4.2 tonnes of CO<sub>2</sub> emissions, falling to 3.2 tonnes by 2017.

The C&C model has also been used to work out an overall carbon budget for the South West which again would need to reduce year-on-year. This reveals that in broad terms the region’s current CO<sub>2</sub> emissions are approximately 10% above its fair carbon share for 2007 and that CO<sub>2</sub> would need to be reduced by nearly a third by 2017 to be ‘within budget’.



### Unanswered questions on ‘fair shares’?

Visit the FSFC website’s FAQs section (under ‘your fair share’).

**Fair Shares, Fair Choice is open to EVERYONE** and whether you're an individual, a family, community group, business, public agency or other organisation **there's a way for you to join in.**

# READY?

# Go for it!

## sign up

As a first step – if you agree with the principle that everyone should make positive choices towards living within a globally safe and fair carbon share – 'sign up' on the *Fair Shares, Fair Choice* (FSFC) website (it takes one minute and you'll instantly see yourself starring on the supporter list).

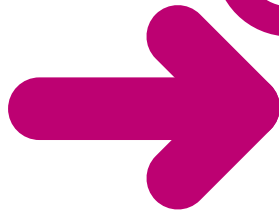
Becoming a supporter is a great way to add your voice to the debates about action on climate change... and ultimately it's action that counts most!

## act now!

Our virtual carbon coaches can support you and your friends, family and colleagues to choose carb-cutting actions (from small steps to giant leaps!) in a positive and rewarding atmosphere.

## Meet FSFC's team of carbon coaches

Typical! You wait ages for a carbon coach and then five come along at once! It's our pleasure to introduce FSFC's dedicated team of carbon coaches. They're ready and waiting to welcome you at [www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)



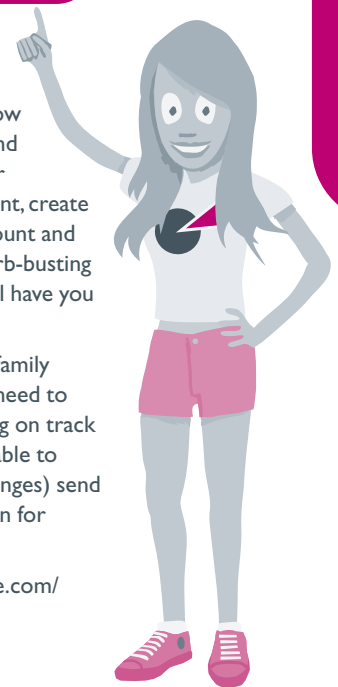
**Individual, family or group of mates?**

### Choose Beth!

"Hi, I'm Beth – your lifestyle coach and guide for your own personal low carbon journey. Come and visit me to calculate your individual carbon footprint, create your very own CO<sub>2</sub> account and earn green stars with carb-busting challenges. Together we'll have you 'in budget' in no time!

If you think your mates, family members or colleagues need to get their carbon spending on track (or you just want to be able to compare notes on challenges) send 'em my way. See you soon for carb-cutting action!!"

[www.fairsharesfairchoice.com/act\\_now\\_welcome.asp](http://www.fairsharesfairchoice.com/act_now_welcome.asp)



# [www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)

**Business, public agency or other organisation?**

## Choose Alan + Anita!

“Hello colleagues – we’re Alan and Anita. We can support businesses, public agencies and other organisations to get the benefits of going low carbon. Whether it’s taking a few simple actions here and there or rolling out a whole carb-cutting programme, we’re on hand with tips, customised resources and signposting to specialist help and advice.

Senior managers can find guidance on developing carbon action plans (CAPs) and – whatever your position within the organisation you work for – *Fair Shares, Fair Choice* can support you to be a low carbon champ in your workplace. Come and see us soon to get started!”

[www.fairsharesfairchoice.com/workplace\\_coach.asp](http://www.fairsharesfairchoice.com/workplace_coach.asp)



**Over to YOU**



*Fair Shares, Fair Choice*

recognises that there's hundreds of you out there who are already taking action on climate change (see p. 6). Perhaps you're involved in a local project or you and your family have chosen to live a low carbon lifestyle. Maybe your organisation is pioneering innovative ways to cut its carbs or just discovering it makes good business sense. However far along your low carbon journey you are, we'd love for you to share your experiences with others through FSFC. Simply go to [www.fairsharesfairchoice.com/your\\_stories.asp](http://www.fairsharesfairchoice.com/your_stories.asp) to send us your story!

Local climate change groups and initiatives in the South West region can also get in touch about becoming an official FSFC partner project – just drop us an email to [fsfc@sustainabilitysouthwest.org.uk](mailto:fsfc@sustainabilitysouthwest.org.uk)

**Community group or school?**

## Choose Colin + Curtis!

“Hi, I’m Colin and this is Curtis! We help community groups and schools take positive action on climate change. Our special materials can support your group or school to keep its cool about the climate challenge and get the most out of going ‘low carb’. We’ve got stuff to get you started (like a simple way to work out your group’s carbon footprint), tons of tips on taking action and ideas on how you can share your story and celebrate your success with the wider community.

Whether you’re a residents’ network, local action group, sports team, society, association or club, we’ll help you take on the climate challenge... together!! So p-perk up a pair of penguins and visit us online today!”

[www.fairsharesfairchoice.com/community\\_coach.asp](http://www.fairsharesfairchoice.com/community_coach.asp)



Being a carbon hero makes you feel good! Log on to FSFC today, visit our coaches and see what choices you can make to reduce your carbon footprint. Through *Fair Shares, Fair Choice* you can choose to be part of a positive story on climate change.



The South West region is home to hundreds of carbon heroes leading the way on climate action – from individuals to organisations. In this feature our spotlight focuses on **communities across the South West who are ‘keeping cool’...**

...don't forget we're also on the look out for stories from families, clubs or teams, businesses, public agencies and other organisations to showcase on the *Fair Shares, Fair Choice* website!



**A friendly bunch  
St Endellion – a ‘Climate  
Friendly Parish’**



In August of last year, St Endellion Parish Council voted unanimously to be Cornwall's first 'Climate Friendly Parish'. The Climate Friendly Parish project was developed by Cornwall Friends of the Earth to recognise and support communities who are working to reduce the threat of climate change. To be awarded the 'Climate Friendly' status a community must reduce its carbon emissions by 5% each year.

See [www.stendellion.com](http://www.stendellion.com) for more info

the greatest transition of our time – from oil dependency to a low energy future. The transition model provides a broad framework for an area to respond to the twin issues of peak oil and climate change by developing an 'Energy Descent Action Plan'.

'Transition Penwith', for example, has been set up as a coordinating hub for ideas from a diverse network of local groups, organisations, associates, private enterprises and individuals. Stage one has involved awareness raising and social networking within the community with the ultimate aim of a more self-reliant post-petroleum Penwith. Transition is seen as an opportunity

to revitalise, regenerate and safeguard the local community and economy.

With Bristol recently becoming the first transitional South West city, ideas for a low energy future are really gathering momentum in the region.

Find out more at [www.transitiontowns.org](http://www.transitiontowns.org)

**In transition...  
Peak oil and ‘Transition Towns’  
– Totnes to Bristol and beyond**



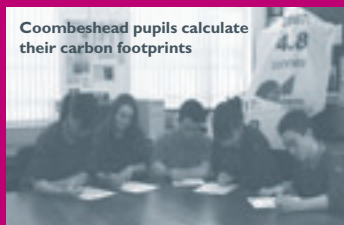
Originating in Ireland, 'Transition Towns' are now springing up across the South West with the aim of engaging people in probably

**Cool School**



**Coombeshead College, Devon  
– FSFC partners**

The up and coming generation will be increasingly affected by the impacts of climate change. Sustainability South West (FSFC's coordinators) have partnered up with a school in Newton



Abbot, Devon, who are committed to taking action. Pupils at Coombeshead College voted Climate Change and Sustainability as their top concerns prompting their Principal, Richard Haigh, to get in touch with SSW in 2006. Coombeshead will be the first school to produce a *Fair Shares, Fair Choice* 'Carbon Action Plan' and has also registered with the national Eco Schools programme.

Staff and pupils at Coombeshead College have been looking at their carbon footprints and are helping to trial a version of the *Fair Shares, Fair Choice* carbon calculator designed especially for young people. The teachers are already starting to rethink the way they get to work and canteen staff are looking at how they can purchase more low carbon, locally sourced food.

Coombeshead College specialises in media and hosted FSFC's Devon and Cornwall press launch on 22 March as part of their packed 'School Report Day' programme\*.

Visit [Coombeshead College's website at www.coombeshead.devon.sch.uk](http://www.coombeshead.devon.sch.uk)

\*BBC News's annual 'School Report Day' offers schools from around the UK the chance show off their media skills and link in with BBC broadcast services.

**Low carbon village people!  
Milverton Climate Challenge,  
Somerset**



Milverton Climate Challenge is a group of local residents who've got together to be part of the solution to climate change. As a first step the group, working with Richard Huish College and The University of Chester, has conducted a carbon survey of the village to assess how their carbon footprint can be reduced and neutralised. The initial focus is on small changes in the lifestyles of villagers –



Milverton – where residents are taking on the climate challenge



SSW's Ian Shergold who's recently joined a local 'carbon rationing action group' in Bristol

## Craggy Island?



### Carbon Rationing Action Groups ('CRAGs')

Carbon Rationing Action Groups are a rapidly growing national movement. The South West hosts four CRAGs (and counting!): Stroud (Gloucestershire), Redland in Bristol, Langport (Somerset) and the Cotswolds. We asked Sustainability South West's own Ian Shergold, who's involved in Redland CRAG, to sum up the attraction:

"Sometimes it's hard to know where to start with personal action on reducing greenhouse gas emissions. That's where CRAGs come in. A group of people in a community act together to reduce their own, as well as their collective, carbon footprint. Each person keeps track of their emissions over a year against a mutually agreed annual target – the 'carbon ration'. All emissions from home energy and personal travel are included with members exceeding the target facing financial penalties – a real incentive for smart carbon choices!! Each year the 'ration' decreases slightly, in line with the substantial cuts required.

I've just joined the newly-launched Redland CRAG, but it's already apparent that the mutual support really helps. We can pass on emission-saving tips – I'm hoping to learn from others about cutting energy use through solar water heating for example. Being accountable to each other by sharing progress every three months is another real benefit. It's an interesting journey and a much more achievable challenge with the group's support."

More information at [www.carbonrationing.org.uk](http://www.carbonrationing.org.uk)

from remembering to switch off appliances when not in use to ensuring your house is properly insulated. Everyone in the area is invited to get involved.

The project officially kicked off with a Climate Challenge Weekend on 23-24 March which included showings of Al Gore's *An Inconvenient Truth* film. There was also a chance to chat to advisors and browse interactive displays at Milverton Primary School, Somerset's first primary to become an Eco School (the school has already reduced its energy use and begun generating green electricity using photo-voltaic cells). Other awareness raising meetings, activities and schemes are planned throughout the year and the group is also investigating the potential for renewable energy for the village. Milverton has adopted the *Fair Shares, Fair Choice* budgets and targets – the calculated 'fair carbon shares' for the South West region and those that live here – and signed up as a FSFC supporter. *Milverton Climate Challenge website and regular blog on Western Morning News website coming soon! (we'll keep you informed via the 'community stories' section of the FSFC website)*



If you're a carbon hero in the South West don't be shy! Inspire others by signing up and sharing your story with *Fair Shares, Fair Choice*. Go to the website:

[www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)



### Caption competition: Put words in Tony B's mouth!

On 8th March Sustainability South West's Director, Leslie Watson, was one of a select group of women invited to 10 Downing Street to mark International Women's Day. Leslie used the breakfast meeting with PM Tony Blair and key Ministers to call for more action on climate change which, if left unchecked, will have devastating impacts on women, their families and livelihoods, across the globe (see p. 3 for more on the global climate change picture). Unfortunately Leslie did not get a chance to chat to Tony during the photocall so now's your chance to imagine the exchange and share it with us! The best caption wins an exclusive *Fair Shares, Fair Choice* t-shirt.

**To enter the competition:** Email us a caption of no more than 40 words in total to [info@sustainabilitysouthwest.org.uk](mailto:info@sustainabilitysouthwest.org.uk) or send it to the Sustainability South West office (for address see info panel, right).

Please include your name, address, organisation (if relevant) and approximate t-shirt size. Why not also take the opportunity to let us know what you think of *Sightings*, the *Fair Shares, Fair Choice* initiative or any other aspect of SSW's work? We look forward to receiving your entries!



**Sustainability is...  
going carbon zero  
not size zero!**

**Sustainability South West's current membership:** Gareth Allen *ITV*; Bob Bewley *English Heritage*; Mike Birkin *Friends of the Earth*; John Blewitt *University of Exeter*; Philip Bostock *Exeter City Council*; Tim Boyes-Watson *Learning South West*; Richard Cresswell *Environment Agency*; Julian Dennis *Wessex Water*; Colin Drummond *Viridor Waste Management*; Paul Gompertz *Devon Wildlife Trust*; Mark Harold *National Trust*; Chris Hines *The Eden Project*; Simon Hooton *South West of England Regional Development Agency*; Bryony Houlden *South West Regional Assembly*; Brian Kennelly *GeoScience Ltd*; Catherine Le Grice-Mack *South West Regional Assembly*; Anita Longley *RWE npower*; Jackie Longworth *Trade Union Congress*; Judith Reynolds *Co-Active Ltd*; Amy Robinson *Bordeaux Quay*; Andrew Slade *Government Office for the South West*; Hazel Stuteley *South West Peninsula Strategic Health Authority*; Louise Thornhill *Natural England*; Janette Ward *Natural England*; Brendan Yates *Department of Health*.

**Sustainability South West receives regular funding from the following organisations (a full list of funders, for any given financial year, is stated in our annual report):** Eden Project; English Heritage; Environment Agency; DEFRA/Government Office for the South West; National Trust; Natural England; South West of England Regional Development Agency; South West Regional Assembly; South West Tourism.

### Sustainability South West is the region's independent Champion Body for Sustainable Development.

Our members, from the public, private and voluntary sectors, all share sustainability principles and give their time for free. Members inform and support our work which is delivered in partnership with key regional agencies and managed by a small staff team. SSW's Mission is to improve understanding about sustainability and support action to deliver it.

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*the independent champion of sustainable development in the South West*

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