

Do YOU shape up?

Are you



...developing sustainability learning and skills?

- ...developing your own sustainability learning and skills?
- ...explaining and promoting the 'what', 'why' and 'how' of sustainability to others?
- ...supporting 'systemic thinking', professional skills and leadership for sustainable solutions?



...improving physical and mental well-being?

- ...supporting physical and mental well-being – including your own! – through healthy, balanced lifestyles; healthy homes and workplaces; clean, safe and green environments; and supportive and inclusive communities?



...improving equality in meeting basic needs?

- ...tackling inequalities (prioritising those who are most in need) in access to:
 - decent, affordable, adaptable and sustainable housing?
 - essential goods & services?
 - adequate income levels?
 - safe and satisfying employment, learning, and leisure opportunities?



...being resource wise?

- ...cutting your consumption of resources and encouraging others to do the same?
- ...adopting high energy, water and resource efficiency?
- ...maximising the use of local, renewable energy?
- ...minimising waste and preventing pollution?



...supporting thriving low carbon economies?

- ...boosting competitiveness, business markets and employment opportunities by supporting a low carbon approach to innovation, enterprise and economic development in ways which meet local workforce needs? eg local renewable energy, sustainable construction and renovation, environmental technologies and local/regional supply chains



...reducing high carbon travel?

- ...using, promoting and planning for low carbon access/travel? eg walking & cycling, home-working, mobile services, ICT/video-conferencing, online facilities, local multi-service centres, demand-responsive public transport and alternative fuels



...using local and ethical goods & services?

- ...using locally and ethically sourced goods and services - and strengthening local/regional supply chains – to boost our local economies and support people in other parts of the world?



...enhancing local distinctiveness and diversity including biodiversity?

- ...protecting and enhancing our natural environment & biodiversity and culture & heritage and celebrating diversity and distinctiveness?



...helping everyone to join in public decision-making?

- ...supporting wider, more informed participation in public and community decision-making to foster citizenship and involve people in the solutions to local and global challenges?



...taking a longer term approach?

- ...taking into account the needs of future generations including mitigating and adapting to climate change and preparing for 'peak oil'?
- ...ensuring the genuine sustainability and success of what you do by pursuing integrated, lasting 'win-win-win' outcomes for society, the economy and the environment?

www.shapersw.net



reference for you and colleagues, a great day-to-day sustainability workspace or community space

Sustainability Checklist for your Shaper's General limited edition poster of the

This leaflet folds out into a

- and national agencies
- With health trusts
- Workshops run by SSW Autumn 2007
- Government Office for the South West
- National England - workshop run by SSW Summer 2007
- The National Trust - workshop run by SSW October 2006
- English Heritage - workshop run by SSW October 2006

Other settings in which the Shaper is being applied include:

enquiries@thenationaltrust.org.uk www.nationaltrust.org.uk
0870 458 4000/uk@ntr.com 01793 240 2307
Kendal Civic Centre 5th Fl, 01793 817 817, customer services
24/7, Wexham Road, Wexham, 01293 883 883, Head Office
Devon regional office 0322 881 691, Cornwall regional office 01208

So how does the Trust do it? Let us know what you think and join in - whether as a visitor, member or volunteer.

Long term approach... which brings us nicely back to for and have bought into a potentially contentious issue.

example of the Trust's engaging the community. Local people are involved in the sustainable management strategy for the harbour

and climate change at Millon Harbour are a good example of the Trust's engaging the community. Local people are involved in the sustainable management strategy for the harbour

environment, culture & heritage - it is our core work.

Local & ethical sourcing Local produce is mentioned above, and all tea and coffee in our restaurants is Fairtrade.

Local carbon economies Our building projects often use local companies to help sustain the local economy and energy conservation advice and financial support for our

renewable projects.

Resource efficiency linked to basic needs, our restaurants use the 'Plate to Plate' concept - sourcing raw ingredients from local, in-tenant, producers. All Trust catering is run from a renewable source supplied by npower, they also offer a standard

rate National Trust Green Energy tariff to consumers, along with energy conservation advice and financial support for our

renewable projects.

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set rents to help ensure a balanced community.

Basic needs Free access to our coast and countryside estates, such as Kilmington, let houses specifically to local people and provides space for rent and keep the Many Trust as the city expands.

Well-being Our properties provide a tranquil escape from the stresses of urban or modern life, as well as simply being open spaces for families to enjoy the outside, safe from nature, as the city expands.

Learning & skills The Trust has always been about engaging and interpretation, and providing ways for people to learn about sustainability is a priority. Nationally over 40,000 people volunteer with the Trust - a highly prized resource for themselves and support the long term resilience and prosperity of the South West.

Applying the Shaper principles will help you to secure lasting economic success!

Some of our West businesses that have used the Shaper include Somford and the Eden Project.

>>> For more guidance please see the Economic Development module of the Shaper at www.shapersw.net

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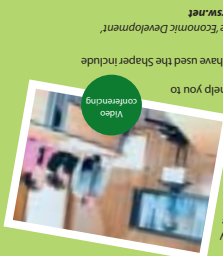
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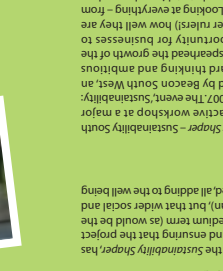
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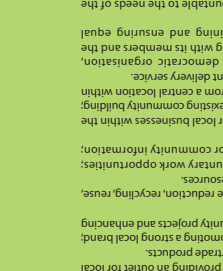
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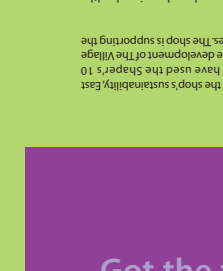
Video conferencing



Working from home



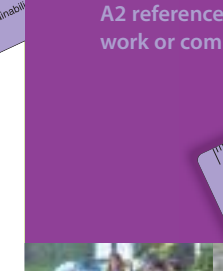
Working in the field



Working on the go



Working from home



Working from home



Working from home

the community, for the benefit of the community.

retail enterprises within the community owned and operated by The Village Shop Project - to provide and develop sustainable

grounded in the principles of community sustainability. The aim of unused space in the Village Hall. The basis for the new ventures in

Providence Society) to run the shop as a community enterprise in series of meetings they got together and formed an industrial and

community and truly bring it into the 21st century. Following a closure in an opportunity to enhance the shops value to the

mobility issues), residents, however, turned the threatened shop into a

particular concern for those with a reduced need to travel further

valued community resource which their local village shop - a much

around 650. In 2006 local residents were faced with the closure of East Harptree is a village on the Mendip Hills with a population of

the story of East Harptree Village Shop

Communities who are doing it for themselves:

Sustainable Communities module at www.shapersw.net

into local plans and processes are available on the Shaper's

>>> Resources to support you to integrate sustainability principles local authorities and LSPs, now available on the Shaper.

City councils. This work has formed customised resources for South Gloucestershire, South Somerset Districts and Bristol

with Wiltshire and Dorset county councils in 2005 (Sustainability South West SSW)

Community Strategies and Local Area Sustainable Development Strategies (LASDS)

number of councils in the region to support a

was given a Dera mandate to support a 2005 sustainability South West (SSW)

community, economy and environment. The Shaper to shape strategies and LSP can use

allowed ideas to come forward around ensuring that the project set a vision for the project using the Sustainability Shaper, has

an ever changing external environment.

service and stability, allowing the community shop to adapt to the

community, working in partnership, ensuring a community

opportunities for all.

community, providing training and ensuring equal

engaging and communicating with its members and the

the community, providing an efficient delivery service.

reducing travel, providing services from a central location within

run economy, using an existing community building,

providing an outlet for local businesses within the

signposting to other services.

being an accessible centre for community information;

providing training and voluntary work opportunities;

actively working to promote reduction, recycling, reuse,

our environment.

using surplus funds for community projects and enhancing

car parks; stocking ethical and fairtrade products.

produce straight from source, providing an outlet for local

stocking local, organic, fresh, frozen and processed

fresh food and a central meeting point.

providing basic retail goods and services, healthy

Shaper's principles by:

Shop Projects objectives and activities. The shop is supporting the

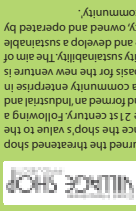
Harptree Village Shop committee have used the Shaper's 10

principles as a framework to guide the development of the Village

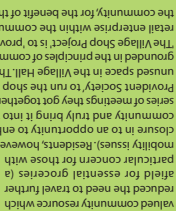
to help us ensure that they maximise the shop's sustainability. East

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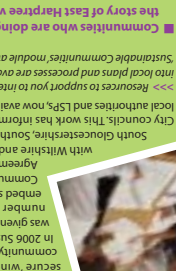
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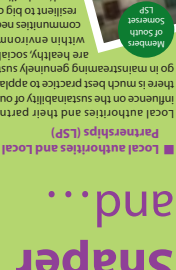
Village Shop



Working from home



Working from home



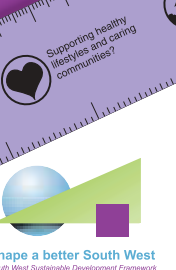
Working from home



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Working from home



Working from home

Working from home

- Enhance your local area
- Meet the climate challenge
- New economic opportunities
- Future-proofed
- Save money and resources
- Community well-being
- New learning & skills

www.shapersw.net

The Sustainability Shaper is the regional sustainable development framework for the South West of England. It is steered by a partnership of public, voluntary and private sector reps, coordinated by the charity Sustainability South West (see panel below) and has received core funding from the South West Regional Development Agency, the South West Regional Assembly and Defra. The Shaper is an evolving tool for everyone in the region who wants to unlock the benefits of sustainability - from public agencies and voluntary organisations to businesses and individuals.

Use the Shaper to:

- Find out more about the sustainability issues for the region
- Download free sustainability checklists and resources
- Explore and share Shaper case studies
- Sign up to the Shaper bulletin

Produced by: www.sustainabilitysouthwest.org.uk

Using local and ethical goods and services? Full Sustainability Shaper at: www.shapersw.net

Reducing high carbon travel? Shape a better South West South West Sustainable Development Framework

This leaflet has been produced by Sustainability South West (SSW) as a special edition of the charity's twice-yearly news magazine Sightings. SSW is the region's independent Champion Body for sustainable development. We coordinate the South West's sustainable development framework - the Sustainability Shaper - on behalf of the region. Our Mission is to 'champion and assist action now to achieve a South West that is genuinely sustainable: healthy, productive, socially-just and living within environmental limits'. Find out more at www.sustainabilitysouthwest.org.uk

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Got the free Shaper ruler? Claim yours and learn more about sustainability benefits at: www.shapersw.net

INSIDE: Sustainability Shaper 'in action' case studies and A2 reference poster for your work or community space

Sustainability: Do YOU measure up? Are you...

Supporting healthy lifestyles and caring communities?

Sharing learning about how and why to be sustainable?

Shape a better South West South West Sustainable Development Framework

The Sustainability Shaper is the regional sustainable development framework for the South West of England. It is steered by a partnership of public, voluntary and private sector reps and coordinated by the charity Sustainability South West - the region's independent Champion Body for sustainable development. For more info see 'About the Shaper' at www.shapersw.net