

May 2009

Sustainability Now is a monthly bulletin from Sustainability South West (SSW), the region's independent Champion Body for sustainable development. SSW is a charity and its 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.'

South West leading the way in low carbon business

Guest editorial with thanks to Simon Hooton, Director of Strategy, South West of England Regional Development Agency (SWRDA) and SSW Member and Trustee



The South West has been recognised as taking a lead in promoting a low carbon economy with the announcement of the winners of the second annual C+ Carbon Positive Awards (sponsored by SWRDA and supported by Sustainability South West and Business in the Community). The Awards celebrate businesses, organisations and communities who are demonstrating the economic, social and environmental benefits of taking a low carbon approach.

The South West is a natural home for creative and forward looking ideas – no surprise then that many of the UK's greenest companies and communities are based in the region. SWRDA's decision to sponsor the C+ Carbon Positive Awards for a second successive year has been entirely vindicated by the fantastic array of really exciting companies and projects entering in all categories. The quality and number of entrants underlines the creativity, competitiveness and determination of the South West. Our region is establishing itself as a pioneer in developing and implementing new carbon reduction strategies, products and services. We received 30% more entries than last year and entrants came from every county in the South West. These organisations are meeting the challenge of addressing climate change with urgency and are rapidly adapting to the new low carbon economy of the future. We hope that the applications will inspire many more to benefit by reducing dependence on fossil fuels.

Even since last year it has become apparent how much more critical the climate change agenda is, so that the pace and scale of how South West England responds must continue to grow. The decisions made by SWRDA on investments in years to come would be meaningless if it didn't also 'walk the talk'. The Agency's commitment to a net zero carbon investment portfolio by 2011 has progressed further; a panel of experts has been helping the RDA to define how it will measure and deliver its low carbon ambitions. Eventually this will guide all RDA investments, demonstrating significant carbon reduction and our leadership in this area. The methodology has been agreed and is being tested on over 35 projects – before being rolled out across all

our projects and programmes. So be sure to read future editions of *Sustainability Now* to keep up with progress! See below for the 2009 C+ Carbon Positive Award winners and your chance to get the winner's booklet, full of tips and key learnings for reducing carbon in the workplace and your community.

This month's other SustainabilityNow headlines at a glance:

- ◆ **Winners announced! 2009 C+ Carbon Positive Awards**
- ◆ **CPD Accredited Workshops and Training: 'How to Embed Sustainable Development in Strategy and Delivery: Sustainable Community Strategies and Local Area Agreements'**
- ◆ **Calculate your own happiness!**
- ◆ **Fair Shares, Fair Choice at an event near you!**
- ◆ **Planting Places greenspaces film**
- ◆ **Severn Estuary barrage concerns**
- ◆ **Sust'Ometer** ◆ **On your radar** ◆ **Up & Coming** ◆ **Over to YOU!**



Winners announced! 2009 C+ Carbon Positive Awards

The winners of the second C+ Carbon Positive Awards have been announced! 10 South West businesses, organisations and communities have been recognised for their proactive and innovative low carbon approach, building on the South West's growing reputation for ambition and excellence in achieving sustainable solutions. Dr Julian Dennis, Chair of Sustainability South West, said "All of the finalists for the Awards have dealt with the challenges associated with carbon reduction - whether these were in trying to change consumer patterns or in providing products and services that would help their clients to improve their carbon consumption and tackle the 'carbon crunch'."



The winners of the 2009 awards are:

Overall winner - Carbon Positive Pioneer 2009 - the business, organisation or community that is having the greatest impact on carbon reduction in the South West

- **Winner - Nutshell Natural Paints** (pictured above with SSW Member and Chair of C+ Awards judging panel, Colin Drummond, CEO Viridor)
- **Runner up - Alastair Sawday Publishing**

C+ Carbon Positive Footprints for businesses and organisations successfully cutting their carbon emissions and internally managing their carbon footprint

Winners: Under 50 employees - **Inspirations Advertising & Design Ltd**; 50 employees or more - **Plymouth City Council** (pictured right with Dr Julian Dennis).

Highly Commended: The Limes Bed and Breakfast; University Hospitals Bristol NHS Foundation Trust.



C+ Carbon Positive Consumer Choices for businesses and organisations that have reviewed their products and services and are now offering consumers more low carbon choices

Winners: Under 50 employees – **Alistair Sawday Publishing**; 50 employees or more – **Arup**.

Highly Commended: The Limes Bed and Breakfast.



C+ Carbon Positive Cutting Edge for organisations developing innovative carbon cutting solutions.

Winners: Under 50 employees - **EarthEnergy Limited** (pictured left with Colin Drummond); 50 employees or more - **Nutshell Natural Paints**.

Highly Commended: Edwards; The Empty Box Company.

C+ Carbon Positive Micro for exemplary low carbon businesses with five employees or less. **Winner: C3 Resources Ltd.** Highly Commended: Select Solar Ltd.

C+ Carbon Positive Communities for communities that are successfully reducing their carbon footprint.

Winners: Partnership/Public agency led - **Egloskerry School**; Community led - **Bovey Climate Action**

(pictured right with Jonathan Porritt, SSW President and Chair, Sustainable Development Commission). Highly Commended: Cheltenham Low Carbon Partnership; Woolsery Sports & Community Hall.



C+ Bristol Green Capital for any organisation in or providing services to the greater Bristol area that is taking positive action to tackle climate change

Winner: Centre for Sustainable Energy. Highly Commended: Abricon.

The Awards have been developed by SWRDA with management by SSW and Business in the Community (BITC) with 2009 sponsorship from Wessex Water, Viridor, South West Water and Bristol Green Capital. The judging panel included representatives from SWRDA, BT, Viridor, Carbon Sense, SSW and BITC.

A free awards booklet full of tips and key learnings from the finalists for reducing carbon in the workplace and your community is available at www.sustainabilitysouthwest.org.uk/projects/c+ carbon positive awards/ - contact SSW at info@sustainabilitysouthwest.org.uk for hard copies.

The Award winners were revealed at **The Prince's May Day Summit on Climate Change** in Bristol on 1 May where over 200 business people from across the region gathered to speed up the scale and urgency with which their business is moving towards a low carbon economy. If you didn't make it but are interested in being part of the UK's largest group of businesses committed to taking action on climate change, sign up to **The Prince's May Day Network** - visit www.maydaynetwork.com and pledge to help the South West on its low carbon journey.

CPD Accredited Workshops and Training: 'How to Embed Sustainable Development in Strategy & Delivery: Sustainable Community Strategies, Local Area Agreements and Comprehensive Area Assessments'

“CAA is inherently about sustainability...Our assessments will embed sustainability by asking explicitly if improvements in outcomes are demonstrably sustainable” (Audit Commission).

SSW is offering tailored training to Local Strategic Partnerships members and local authority staff to help to embed sustainability into SCS/LAAs/CAAs. Our workshops and training packages are fully accredited to contribute towards the CPD (Continuing Professional Development) of staff and members. We have already worked with a number of LSPs and would be pleased to discuss your needs. We aim to de-mystify sustainability with a simple and accessible approach to support you in making your strategic work fit for purpose. To find out more please contact info@sustainabilitysouthwest.org.uk All resources from SSW fee based work goes towards supporting our charitable aims.

To find out how SSW supported Somerset partnership towards integrating sustainability into its SCS and LAA, please see the IDEa website: www.idea.gov.uk/idk/core/page.do?pagelId=8866094



Fair Shares, Fair Choice at an event near you!

Sustainability South West charitable campaign ***Fair Shares, Fair Choice (FSFC)*** offers the principle of **fair and safe carbon shares for everyone**, to avoid the worst effects of climate change. Individuals, businesses and organisations can visit www.fairsharesfairchoice.com to Sign Up to the principle of 'fair shares' and for free resources and advice on how to make low carbon lifestyle and workplace choices.

FSFC will also feature at events around the region including June events: Learning lunch, The Hub Bristol, Tuesday 16 June; Bath & North East Somerset Climate Change Conference for Secondary Schools, Thursday 18 June at University of Bath. For more information contact: info@sustainabilitysouthwest.org.uk.

If increased GDP doesn't make us happy why is it our only measure of success?

It has long been recognised that GDP – the standard measure of national income – is a blunt and narrow tool for measuring social progress. In fact, all **evidence suggests that increases in GDP do not correspond to increases in 'well-being'**. GDP takes no account of how fairly resources are distributed or the social and environmental costs of 'growth' to sustainable communities. Last month's report from the Sustainable Development Commission (SDC), **Prosperity without Growth?** identified the relentless

pursuit of economic growth as one of the root causes of the financial crisis and of undermining social well-being (see www.sd-commission.org.uk/pages/redefining-prosperity.html).

Earlier this year, the New Economics Foundation (NEF) produced a 'National Accounts of Well-Being' which looked at personal and social well-being in 22 European countries. According to NEF's research, Britain placed only 13th when social and personal well-being scores are combined. Personal well-being describes people's experience of their positive and negative emotions, satisfaction, vitality, resilience, self esteem and sense of purpose and meaning. Social well-being is made up of supportive relationships and trust and belonging – critical elements of overall well-being.

Critics claim national happiness indicators are based on a series of subjective judgments. However with the challenge of climate change, the end of cheap oil and the current economic crisis, can GDP still be seen as the most effective or helpful measure of well-being or success? In response to the growing global movement calling for an alternative or more comprehensive measure to promote well-being, an All-Party Parliamentary Group was established to look at 'Well-being Economics'. This group aims to challenge GDP as the government's main indicator of national success and promote new measures of societal progress, taking into account long-term economic, social and environmental sustainability.

NEF's Happy Planet Index is an index of human well-being and environmental impact which takes account of the use of resources, and the length and happiness of people's lives.

You can calculate your own happiness at www.happyplanetindex.org/test/!

Planting Places greenspaces film!



A film has been made to showcase winners of the *Planting Places* awards.

Planting Places is a regional partnership project coordinated by SSW to champion and celebrate local greenspaces and their importance in building sustainable communities. The second Planting Places Awards, celebrating top greenspaces in the region, saw honours given to greenspaces in Devon, Cornwall, Bristol and Swindon for their work supporting sustainable communities. A new film about the project features award winners and information about why our local greenspaces are so important.



To view the film visit www.youtube.com/watch?v=4qJQF3cFq0w and for more information about Planting Places and the Planting Places Award winners see www.plantingplaces.org.uk.

Congratulations to Gyllyngdune Gardens in Falmouth, who receive a Heritage Lottery Fund and Big Lottery Fund Parks for People programme grant of £939,000 to restore works to the historic features of their greenspace and provide more facilities for children and young people to safeguard the garden and the environment for future generations, as well as provide valuable volunteering opportunities.

Severn Estuary barrage concerns

An inquiry into harnessing tidal power in the Severn Estuary has rejected plans for a multi-billion pound barrage between Weston-super-Mare and Cardiff. The investigation was carried out over 12 months by Liberal Democrat MPs, Welsh Assembly Members and councillors in the West of England and Wales. The inquiry said it feared the large barrage would damage the estuary and recommended instead that a smaller barrage is built near the Second Severn Crossing. The commission's inquiry said a larger Severn barrage would "do serious damage to the estuary by wiping out around 80% of the 'inter-tidal habitat'." It also claims the larger barrage option is less cost-effective than the shorter barrage and "would cause serious economic damage to the port of Bristol". Full story at <http://news.bbc.co.uk/1/hi/england/bristol/8001407.stm>.

Sussed!

👉 **South West beach café wins national sustainable tourism award** Venus is England's leading environmentally friendly beach café & shop operator! The chain, with five cafes throughout Devon and Cornwall, were awarded Gold for 'National Sustainable Tourism Award' at the Enjoy England for Excellence Awards.

👉 **Green Gown Awards 2009 Shortlist Announced** Three South West higher and further education institutions have been shortlisted for the Green Gown Awards, recognizing exceptional initiatives to become more sustainable. University of Gloucestershire, University of Plymouth and Somerset College have all been shortlisted for the prestigious awards. Winners announced 23 June.

👉 **Cornwall to receive European funding for Skills for Climate Change** Cornwall County Council's 'Skills for Climate Change' project, launching by 30 June, will benefit from funding from the European Social Fund (ESF), available to help disadvantaged groups back to work, supporting older workers & making sure unemployed people get the help they need to find work.

👉 **Cornwall surpasses 100 GTBS certified businesses** Well done to Cornwall who are setting the bar high across the UK with certified Green Tourism Business Scheme & David Bellamy Award businesses; GTBS signed up members; & the percentage of Silvers & Golds amongst that.

So Last Century...

👉 **Oil, gas & Coal attempt to cut off Obama support**

America's oil, gas & coal industry has increased its lobbying budget by 50%, with key players spending \$44.5m in the first three months of this year in an intense effort to cut off support for Barack Obama's plan to build a clean energy economy.

www.guardian.co.uk/environment/2009/may/12/us-climate-bill-oil-gas

Sussed!

👉 **Green Glastonbury** Glastonbury Festival will be providing recycling facilities for more waste streams than ever this year, with a special collection point for spent batteries and broken electrical devices. The festival, the largest in the UK, has a long history of recycling and this year will add waste electrical and electronic equipment (WEEE) to the list of materials possible to recycle. www.edie.net/news/news_story.asp?src=nl&id=16338

👉 **Britain's 200th community-owned rural shop opens for business in Devon** Faced with the closure of their only village shop, the community of Ide, Devon have opened a community-owned rural shop – the 200th in Britain! Ide joins the growing number of rural communities setting up shops to ensure their communities have access to this most vital of rural services.

👉 **Chancellor delivers new support for low carbon industries** The UK is the first country in the world to bind itself into a long-term framework to limit its greenhouse gas emissions. The Chancellor announced the UK's first three 'carbon budgets' (for the periods 2008-2012, 2013-2017 and 2018-2022) alongside his fiscal Budget, and set out new measures designed to help low carbon industries capitalise on the opportunities presented by the UK's legally binding target to cut greenhouse gas emissions to at least 80% below 1990 levels by 2050. A revised target to reduce emissions to at least 34% below 1990 emissions by 2018-22 was also announced along with a commitment to tighten the budget after Copenhagen this December, once there is a global climate change agreement. The proposals and policies for meeting these carbon budgets will be published in an Energy and Climate Change Strategy this summer. £10.4bn of low carbon investment has been allocated over the next three years.

www.wired-gov.net/wg/wg-news-1.nsf/lfi/173227

So Last Century...

👉 "From check-in at our Pet Lounge, and throughout the flight, our Pet Attendants will be caring and catering to all your pet's needs."

A spokesman from the first animal-only airline, Pet Airways, which was launched last week to transport pets solo across - it could only be - America.

www.guardian.co.uk/theobserver/2009/apr/19/quotes-of-week

Sussed!

👉 **South West Fire Rescue Service** All six fire and rescue services in the South West have successfully applied to take part in the Carbon Trust's prestigious Carbon Management Programme for 2009 (launching 19 May) making them the first fire and rescue services to have applied as a region. The Programme will last 10 months with the main output being a Carbon Management Plan for the authority covering the following four years of action. Project leader Steve Williams said, "This is a really exciting opportunity to ensure that the fire and rescue services in the South West are able to make a big impact on mitigating and adapting to Climate Change. The FRS is already having dramatic impact on reducing carbon emission by their highly successful community fire safety work. Even a small fire will produce a significant amount of carbon emissions. Every fire we prevent reduces carbon emissions both in terms of the CO2 released and the associated footprint of replacing that asset." For more information about the Programme see:

www.carbontrust.co.uk/carbon/publicsector/la/

👉 **Public desire Government action on energy efficiency** New research (conducted by Ipsos MORI) reveals strong support among the UK public in favour of ambitious Government action to decarbonise the nation's housing stock. Energy and Climate Change Secretary Ed Miliband said: "[Research] found that there is a strong desire for Government action. People are enthusiastic and positive about the need for better energy efficiency in our homes and communities. They understand that the twin threats of climate change and security of supply means we have to get serious about developing alternative, low-carbon sources of energy." Under the Government's 'Great British Refurb' plans, seven million+ homes should be offered 'whole-house' upgrades with energy efficiency & micro-generation technologies by 2020-& every home by 2030-virtually eliminating carbon emissions from homes. The changes will also save consumers money on energy bills.

www.wired.gov.net/wg/wg-news-1.nsf/lfi/173055

So Last Century...

👉 **Missed opportunity for car scrappage** £2,000 towards a new car or van for motorists trading in their 10-year-old or older vehicle for scrap was announced in the Budget. The UK scheme, with £300m from Government and matched funding from industry, is intended to provide immediate support on a short-term basis to boost the car industry and supply chain in the wake of falling sales. It is also meant to encourage consumers to invest in new, safer and more environmentally friendly models. However it has paved the way for the likes of Ford to offer additional cash incentives on large people carriers enticing people to scrap a working car for a non-eco model that isn't low on carbon emissions – such a shame and a missed opportunity, given Government targets to reduce carbon emissions and 'commitment to place low carbon transport at the centre of its vision for the UK economy', not to signal out eco-models specifically for incentives until 2011 when electric and plug in hybrid cars hit the showrooms.

On your radar?

Linking for a Change The Department of Children, Schools and Families (DCSF) has released guidance to help schools become sustainable by 2020. The South West has developed a unique way of supporting this change, Linking for a Change (www.linkingforachange.org.uk - username: train1; password: french), a web-based networking service for schools in the region. It is designed to help people concerned with learning for sustainability to find out about each other, get in touch and lend peer support. The information on the site forms a vibrant snapshot of the state of ESD in the South West available from Learning South West.

Changing Work in a Changing Climate New TUC report, *Changing Work in a Changing Climate*, says the next few decades will see wetter winters, hotter summers and more frequent storms and floods become the norm so adapting to this changing climate is one of the greatest challenges affecting the UK economy. The report urges employers and the Government to start planning ahead now to protect employees & vulnerable families from the coming climate extremes. Report available at: www.tuc.org.uk/extras/adaptation.pdf.

Tourism industry looks to 'greener' future The new sustainable tourism framework for England (available at www.culture.gov.uk/reference_library/publications/6003.aspx) was officially launched during British Tourism Week and sets out six key challenges for the tourism sector, honouring the commitment made in the Government's tourism strategy for 2012. The six challenges are: Minimising environmental impact and resource use; Addressing the impact of tourism transport; Ensuring quality and making holidays accessible to all; Improving the quality of tourism jobs; Maintain and enhance community prosperity and quality of life and Reducing short-term seasonal demand. The South West accommodates more than 22 million visitor trips each year. The impact of these trips, positive and negative, is significant, with visitor-related spend at £8.9 billion, but with over 80% of visitors arriving by car. Sustainability South West believes that only by working together can we achieve a thriving sustainable tourism industry that satisfies the aspirations of visitors, businesses and the community without damaging the quality of the region's special environment.

Changing Climate, Changing Business SWCCIP and South West Tourism have produced a 20 minute film to help tourism businesses adapt to climate change. The film features 11 case studies showing how tourism businesses in the South West are being affected by climate change and practical actions being taken to adapt and includes tips on how to identify potential risks to your business and adapt for the changes ahead. See: www.swtourism.org.uk/our-strategic-work/sustainability-work/adapting-to-a-changing-climate/. A 6 minute, summary version is also available at: www.youtube.com/watch?v=q3IOGy8WMGg

Know an ethical company? Pass it on! The People's Republic of South Devon would like to uncover all the ethical, social, and environmental companies in the region! Just answer a series of questions via this link: www.rise-sw.co.uk/modules.php?op=modload&name=News&file=article&sid=789

Travelling to Copenhagen? If you are an NGO or charity planning to travel to the United Nations Climate Change Conference, Copenhagen 7-18 December and are interested in travelling en mass for a big media splash, as well as to save carbon emissions and money, contact copenhagen@loco2travel.com who are exploring the idea of hiring a charter train to take 800+ people from the UK to Copenhagen. Email the following information by 29 May: Name of organisation; Number of people travelling; Current travel plans; Contact email address. This is a non-profit initiative.

Up & coming...

Stroud Communiversity – 15-18 May Inspiring Self-Reliant Communities

Stroud Communiversity returns this year with a fresh feast of Stroud's finest projects being showcased and explored over three packed days starting on 15 May. With Land, Food and Money at the heart of this recession, our response is an examination of practical, creative and innovative solutions to support the growth and development of a resilient local economy.



www.stroudcommonwealth.org.uk

Walk to School week 2009 – 18-22 May Walk to School Week 2009 takes place between 18-22 May exploring the theme of "Walk n Talk" to inspire children with the social aspect of walking to school together – as well as the health benefits and financial and carbon savings associated with walking. Visit www.walktoschool.org.uk for resources for schools, parents and pupils.

Sustainable Events Seminar - 4-6pm 21 May, Mercure Holland House Hotel, Bristol. This seminar will discuss the Greener Events Guide, the BS8901 standard for sustainable events certification and provide practical advice on how to save money and become more resource efficient. To book visit: www.eazybook.com/sustainable-event.

Roots—a tale of love and vegetables – 28 May-7 June, Lower Common Allotments, Royal Victoria Park, Bath A unique open-air theatre event - in an allotment - will explore our relationship with food and look at issues of sustainability! Roots – a tale of love and vegetables will be performed by Kilter, Bath's outdoor theatre company, as part of Bath Fringe Festival, 28 May-7 June. After the performance the audience will be offered free seeds to get people planting. Tickets £9/£7, on sale from ICIA's Box Office 01225 386777.

Trade Unions and the Environment course Plymouth, Taunton and Cheltenham 2009 dates Trade unions are responding to the challenge of climate change by actively promoting sustainable policies at work. This course is for existing workplace representatives (shop stewards, health & safety reps or ULRs) & new reps interested in a union role to develop into an environmental champion 'green' rep. The course will help reps: Develop a trade union approach to sustainable development; Share experiences of environmental issues in the workplace; Identify appropriate environmental legislation, policies & information; Engage union members in environmental issues at work; Develop an environmental action plan for your workplace. 2009 Dates: Plymouth (3 Fridays from 5 June); Taunton (3 Wednesdays from 9 September); Cheltenham (3 Thursdays from 12 November). Contact Andy Moss (0117 947 0521, Email amos@tuc.org.uk) for further info and application form, or for info on South West TUC's Green Workplaces Project.

Over to YOU

Remember – we're your independent sustainability champs – and as an independent charity we're here to act as a critical friend for the common good. If you're involved in action for sustainability – let us know and we can champion it! Equally if you're experiencing barriers to adopting a more sustainable approach let us know so we can feed back messages on your behalf. Also let us know about local and regional events coming up over the next month for inclusion in the next edition. **Contact us at** info@sustainabilitysouthwest.org.uk

Deadline for submissions: close of Wednesday 27 May 2009

Other news from SSW available from: www.sustainabilitysouthwest.org.uk

Regular updates on **SSW coordinated projects** available:

Fair Shares, Fair Choice – the SW's growing low carbon movement

www.fairsharesfairchoice.com

Sustainability Shaper – the SW's sustainable development framework

www.shapersw.net

Planting Places – networks for SW urban greenspace project

www.plantingplaces.org.uk

Feedback: As a network of influential individuals your feedback on *Sustainability Now* is very valuable. Send comments to info@sustainabilitysouthwest.org.uk (let us know if colleagues would like to be added to the e-distribution list).

Back issues: at www.sustainabilitysouthwest.org.uk/sustainability_now

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Disclaimer: Views expressed in this newsletter do not necessarily represent the views of SSW's membership as a whole.

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