

Summer 2010

SustainabilityNow is the e-bulletin from **Sustainability South West (SSW)**, the region's independent Champion Body for sustainable development. SSW is a registered charity and its Mission is: 'To champion and assist action now to achieve a South West that is genuinely sustainable: resilient, healthy, productive, socially-just and living within environmental limits.'

Sustainability - it's not just about the environment, stupid

Have you noticed the growing epidemic of selective deafness on sustainability? Recent announcements about 'sustainable development' suggest an astonishing lack of understanding about sustainability. This can only lead to an exponential growth in inefficiency and a level of future costs which will make the current financial deficit look like pocket money.



The term the 'greenest government ever' is in danger of meaning the most naïve. New leaders are clinging on to the old discredited model of pursuing social progress; economic development and environmental protection as if they were separate issues that had no effect on each other. For example, it simply won't do to reduce our carbon emissions or deliver services in ways that increase inequalities, 'derail' the economy or deplete our other natural life supporting systems – we must find joined up, integrated solutions that deliver multiple benefits now and in the future. And most importantly of all, we can certainly no longer support any activities which are plainly UNSustainable and which will simply create far greater costs down the line.

We need individuals and organisations who are working to develop whole systems skills (many of these are about to be made redundant – just when we need them the most). We need a government that makes genuine sustainability its central organising principle. This calibre of leadership cannot possibly be achieved by only two government departments (Defra and DECC) – sustainability also fundamentally involves democracy and social justice; new learning and skills; health and well being; and sustainable economic development. We can no longer afford to progress in any given arena in ways that compromise progress in other arenas.

As ever, our own charity attempts to champion the basic common sense of sustainability and has just formally launched **SustNav** (www.SustNav.org.uk) – a sustainability decision making system which is available to anyone, anywhere. It offers a total set of 10 sustainability principles to use in a joined up way in all decisions and actions. The SustNav sustainability principles have already been backed by a growing number of organisations concerned with issues ranging from

reducing inequalities and improving working conditions to providing basic utilities and protecting our shared heritage. **SustNav** offers a decision making framework based on a system which could transcend political parties, single minded economic, social and environmental interests and help to inform a new style of leadership.

This issue towers well above the current narrow sighted, short term rush to reduce the deficit and well above the battle between outmoded political ideologies. Only a cross sector, cross party, cross generational, truly co-operative approach for the common good will secure our survival now. How many of us out there are prepared to hear the truth and grasp the nettle – now – before the sting gets too big to handle?

A personal editorial by Leslie Watson who has been Director of Sustainability South West since 1999.

This month's other SustainabilityNow headlines at a glance:

- ◆ [SustNav full website launched – free online sustainability tools](#)
 - ◆ [Energy saving footprint competition winners announced](#)
 - ◆ [Surge of support for 'globally fair and safe carbon shares'](#)
 - ◆ [Climate Change survey results](#)
 - ◆ [Free resources for your climate change event](#)
 - ◆ [Quango cuts](#)
- Plus: ◆ [The Sust'ometer](#) ◆ [Open Consultation](#)
◆ [On your Radar?](#) ◆ [Up & Coming...events around the region](#)

[SustNav full website launched – free online sustainability tools](#)

The full SustNav website, with free tools to help you make sustainable decisions and navigate your way to lasting solutions, has been launched at: www.SustNav.org.uk.



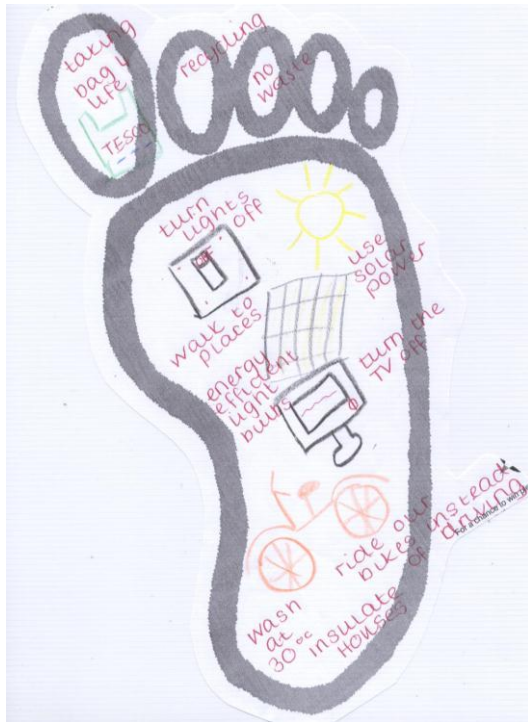
SustNav offers you **free decision-making tools based on 10 Sustainability Principles** to help you to steer the optimum path. There are Big Issues offering the lowdown on key sustainability issues; a workplace Sustainability Checklist and Assessment Toolkit to help you to make the best of your plan or project; a growing section of specialist guidance; training opportunities to develop your own sustainability skills; and ideas and feedback on Sustainable Living.

Need to make cost savings? SustNav also offers a free Sustainable Budgeting Checklist to help you to avoid facing higher costs down the line.

If you are **interested in 'real life' examples**, view a short ten minute introductory film at [http://sustnav.org.uk/](http://sustnav.org.uk) to hear from people who are already turning the SustNav principles into action!

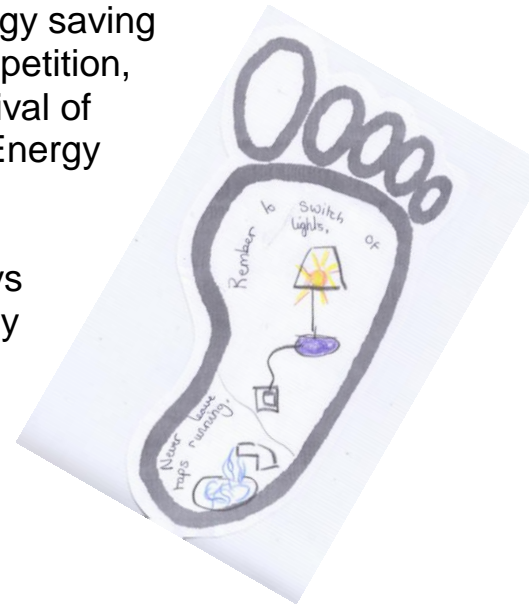
Want to get involved? The SustNav Principles are being backed by a growing number of organisations – see the Supporters List at <http://sustnav.org.uk/supporters> and contact us to join – email info@SustNav.org.uk. Visit www.SustNav.org.uk and **follow SustNav on Twitter:** <http://twitter.com/sustnav>.

[Energy saving footprint competition winners announced](#)



Congratulations to Isabella (aged 9) and Francesca and Alex (aged 13 and 7) who are all winners in SSW's energy saving footprint colouring competition, held at the Bristol Festival of Nature and Chagford Energy Fair, Devon!

Their entries show ways people can save energy – including turning off lights and the TV set, not leaving taps running and cycling instead of driving.



Surge of support for 'globally fair and safe carbon shares'

The Fair Shares, Fair Choice carbon reduction campaign has had a boost of supporters all signing up to the principle of 'a globally fair and safe carbon share for everyone' following the Bristol Festival of Nature. Over 150 people joined the supporters list which now exceeds 2,350 and includes MPs from all the main parties, Councillors, VIPs, climate change experts, organisations from all sectors and individuals. See www.fairsharesfairchoice.com for the full supporter's list and to **add your name!**

Climate Change survey results

A climate change survey carried out with 164 people at the festival found that the public agree with Fair Shares, Fair Choice principle, that "Everyone should have a globally fair and safe carbon share". Three quarters (75%) agreed strongly, and a further 19% agreed slightly with the statement. Nearly nine out of ten people (89%) also agreed strongly, and a further 9% agreed slightly, that "Climate change is a concern and something needs to be done about it"; and 89% of people also agreed strongly with the remaining 11% agreeing slightly that "Everyone should take responsibility to do something about climate change".

Free resources available for your climate change event

If you are holding a climate change awareness event for your staff or members of the public, contact SSW for **free educational resources** including Carbon Calculator worksheets, tips and challenges for low carbon living, exclusive Carbon Cards showing a 'fair share' of carbon for each person every year until 2017 and a short four minute film! Email freiny.miles@sustainabilitysouthwest.org.uk with your event and contact details (your event could also feature in Sustainability Now). Visit www.fairsharesfairchoice.com for more ideas and to add your name to the supporters list backing 'fair and safe carbon shares for everyone'.

Quango cuts

For a full current list of quangos abolished, merged and under threat (including the withdrawal of funding from the Sustainable Development Commission (SDC) and the abolishment of the Regional Development Agencies, Health Protection Agency and regional Government Offices) visit:

www.independent.co.uk/news/uk/politics/one-by-one-the-quangos-are-abolished-but-at-what-cost-2036175.html.

See also Sustainability South West President and former Chairman of the SDC Jonathon Porritt's latest blog message at www.jonathonporritt.com/pages/.

Sussed!

👍 **Winners of Green Gown Awards announced**

A number of sustainable colleges and universities in the South West have had their efforts recognised: UWE has picked up the Green Gown award for Continuous Improvement – Institutional Change; the University of Gloucestershire has won the Continuous Improvement – Specific Area award; and both the University of Plymouth and Somerset College were highly commended for their Course Categories.

👍 **Double honours for SW University** As well as their Green Gown award, the University of Gloucestershire has also achieved their ISO certificate - ISO14001 - the first English university to do so.

👍 **Social Enterprise Top 100** Congratulations to Cosmic, Local Lobster Hatchery, The Eden Project and Triodos Bank, all from the South West, who have scored very highly in the Social Enterprise Top 100 Impact Leaders list and to Real Baby Milk CIC, Triodos Bank, People-Centered Economic Development and Social Enterprise Outcomes who were all in the Top 100 for fastest growing social businesses. To view the Index or nominate an organisation, visit www.se100.co.uk.

👍 **Nature pod-casts available for Bristol #40 bus users** The Avon wildlife Trust has just launched a podcast for users of the number 40 First buses to download. It will highlight all the nature points of interest from the centre out to Cribbs Causeway.

So Last Century...

👉 **Over 25% of flowers face extinction** Over a quarter of all flowering plants are under threat of extinction, according to journal Proceedings of the Royal Society B that looks at the ongoing destruction of much of the natural world by human activity. Some varieties of plants could disappear before scientists even discover them.

See:

www.guardian.co.uk/environment/2010/jul/07/flowering-plants-threat.

👉 **British Butterfly losses** In the Saturday Times Magazine, Simon Barnes claims: "We are losing British butterflies at a rate unprecedented in history. Some of the problems have come because of major ecosystem destruction, such as the manic intensification of farming ...we know what the problems are. We know what the solutions are. And we are continuing to lose our butterflies." (10 July, pp 28-33)

👉 **Health and safety threat to 'pick your own'** Health and safety rules are threatening 'pick your own' fruits, farmers have warned with a number of 'pick your owns' closing. www.express.co.uk/posts/view/185863/Families-shun-fruit-farms-as-we-are-too-posh-to-pick-.

Sussed!

👍 Gloucestershire Old Spot protected

Gloucestershire Old Spot pork has been given protected status A total of 42 British products, also including Cornish clotted cream, have now gained privileged status winning European protection. Farmers and sellers across Europe are banned from passing off a pig not from the Gloucestershire area as an Old Spot.

See: www.telegraph.co.uk/foodanddrink/foodanddrinknews/7836372/Gloucestershire-Old-Spot-pork-given-protected-status.html.

So Last Century...

👎 Health Secretary criticises healthy school dinners

Andrew Lansley has come under media fire for his comments on Jamie Oliver's healthy school dinner campaign, claiming fewer children are eating school dinners as a result. Columnists have criticised the attack arguing meal uptake has been rising – with surveys showing an extra 320,980 pupils in England are now eating school dinners (but that even if schools could get 50% of children eating school meals of Turkey Twizzlers but only 40% a healthy option they would still be right to make the switch) and many have lost weight since healthier food has been introduced in schools. Read more:

www.dailymail.co.uk/debate/article-1291154/Health-Secretary-Andrew-Lansley-criticise-Jamie-Oliver-yet.html#ixzz0usuKGQ36 plus The Times (3 July, p23 & 27), The Independent, (3 July, p17 and 9 July p16) and The Observer, (4 July, p34).

On Your Radar?

Housing Minister to set up community energy fund and will improve energy standards

Housing Minister Grant Shapps has outlined plans to give councils and developers flexibility to decide how to meet eco-standards through the establishment of a community energy fund, as proposed by the UK Green Building Council. This would allow developers to make payments to their local authority to support local energy schemes such as a community wind farm or a local district heating scheme. Shapps also confirmed that the minimum standards for energy efficiency will be implemented in future revisions of building regulations. This would include improved loft and cavity wall insulation. Read more at:

www.planningresource.co.uk/news/ByDiscipline/Environment/1018656/Shapps-set-community-energy-fund/.

New research institute brings huge business opportunities for Cornwall

A £30m investment to put Cornwall and the Isles of Scilly at the forefront of environmental and climate change technologies has been announced by the South West Regional Development Agency and the University of Exeter. This will enable the University of Exeter to build a world-leading Environment and Sustainability Institute (ESI) at the Combined Universities in Cornwall Tremough Campus, Penryn – creating at least 800 jobs. ESI will concentrate on two core areas: making good commercial use of the environmental and sustainability knowledge in Cornwall and the Isles of Scilly, and creating a world-class research and teaching institution at Tremough to increase that knowledge. More information is available at:

www.thisiscornwall.co.uk/news/163-30m-climate-centre-create-hundreds-jobs/article-2438185-detail/article.html.

£7 million funding to develop rural services

The Rural Development Programme for England (RDPE) have launched a £7 million funding stream to provide free support to voluntary and community organisations to become more self sufficient and sustainable. Activities could include: equal access, community shops, community facilities and renewable energy projects. Apply at:

www.swan-network.org.uk/uploads/documents/caseportalofinformation.pdf.

Developing the Sustainable School: thinking the issues through

The South West Learning for Sustainability Coalition has completed a report on the idea of the sustainable school in terms of a contribution to sustainable development, using Daly and Meadows' capitals theory. Download at:

www.bath.ac.uk/cree/resources/DEVELOPING_THE_SUSTAINABLE_SCHOOL.pdf.

First ever regional Fairtrade website to launch on 2 August

In a collaboration of over 20 Fairtrade Town groups and 600 Fairtrade businesses in the region, the South West Fairtrade website goes live on 2 August, proving that the South West is a leader for Fairtrade in the UK. The



site provides Fairtrade shopping info, good practice ideas and news and events from across the region. You can also find the Fairtrade group in your area to get involved with campaigns and events locally and it will act as a portal for public sector information on Fairtrade procurement in the South West. Visit:

www.fairtradesouthwest.org.uk.

Local authority case studies: Climate Change Adaption

Six Climate Change Adaptation case studies from South West Local Authorities (in Gloucestershire, Somerset, Devon and Cornwall) now feature on the UK Climate Impacts Programme website. To view the case studies visit

www.ukcip.org.uk/index.php?option=com_content&task=view&id=756&Itemid=9.

Best bathing water in a decade

A report by the Environment Agency has shown that bathing water quality of the sea in England and Wales are the cleanest in over a decade. Approximately 500 bathing waters were tested and 97% were classified as excellent. View the results at: www.environment-agency.gov.uk/bathingwaters.

Defra publishes 'Adapting to Coastal Change' framework

Defra has published Adapting to Coastal Change: Developing a Policy Framework, which provides information about establishing ideas and guidance for communities planning for change. It also looks at what managing change might mean for business, local infrastructure and the historic and natural environment. View the framework at: www.defra.gov.uk/environment/flooding/manage/coastalchange.htm.

UWE Graduate internship

This scheme provides the opportunity for businesses in the South West up to £1400 funding to recruit a recent graduate to undertake a fixed term project. To find out more or to sign up visit <http://rbi.uwe.ac.uk/solutions/Internships/default.asp>.

Art competition with an environment twist!

Picture Framers Framecraft has launched a free art competition for anyone in the Bath and Bristol area calling for pieces of artwork promoting an environmental message. In the Adult competition, there will be an overall winner's prize of £250 worth of picture framing and subcategory prizes for Photography/Digital, original Artwork in any media and for those that make use of recycled materials. The Junior competition is open to 12-16 years, 6-11 years and aged 5 and under with winners receiving art materials and their submission framed. For rules and entry forms see: www.framecraftonline.com on the Gallery page.

Waterwise White Paper for mainstreaming water efficiency

Waterwise, a Defra Greener Living Fund partner, has published its White Paper for the Coalition Government on mainstreaming water efficiency. In it Waterwise sets out strategic proposals for



climate change adaptation and mitigation, resource efficiency, the low carbon and green economy and the big society, over the five years from 2010 to 2015. See: www.waterwise.org.uk/reducing_water_wastage_in_the_uk/policy/waterwise_white_paper.html

Adapting institutions to climate change report

The Royal Commission on Environmental Pollution has produced the adapting institutions to climate change report which sets out a framework that should be taken into account to help organisations build resilience to climate change. Visit www.rcep.org.uk/reports/index.htm for full and summary reports.

The cost of climate change impacts on the South West's tourism industry

By using the UK Climate Projections 2009, South West Tourism, with the Environment Agency and Climate South West, have developed a case study looking into possible impacts on tourism in the South West. Results show that climate change could alter the tourist season but that the frequency of extreme weather events will increase.

Visit: <http://ukclimateprojections.defra.gov.uk/content/view/688/521/>.

Number of UK Droughts expected to increase according to Met Office

The Met Office has conducted a study looking at affects of Climate Change on the frequency of UK droughts. The study found numerous possibilities, the majority suggesting droughts will increase in frequency. For more information, visit www.metoffice.gov.uk/corporate/pressoffice/2010/pr20100526.html.

Government launches climate change adaption plans

The recent climate change plans as launched by government departments include issues concerning adaption methods and plans and the Governments overall approach to adaptation and mitigation. The plans can be found at: www.defra.gov.uk/environment/climate/programme/across-government.htm.

Staff Pick: Food Rules by Michael Pollan (Penguin, £4.99)

Pollan introduced listeners to his Food Rules at Bristol Festival of Ideas last month. Eat food. Mostly plants. Not too much. Simple words of wisdom for anyone

concerned about health and food, his rules range from 'Don't eat anything your grandmother wouldn't recognise as food' to 'Eat all the junk food you like as long as you cook it yourself'. Read more at: www.express.co.uk/posts/view/185116/Eat-what-you-like-without-ruining-your-health.

Open Consultation

Consultation open for responses which could impact on sustainability in the region and wider

An Invitation to shape the Nature of England

Defra, Open: Now, Close: 30/10/10

Our natural environment underpins our economic prosperity, health and well-being. Protecting the environment and enhancing biodiversity is one of Defra's top 3 priorities (outlined in the Department's Structural Reform Plan <http://ww2.defra.gov.uk/about/our-priorities/>).

A key commitment under this priority is the publication of a White Paper on the natural environment by spring 2011. All interested parties are able to have a say in shaping the development of the White Paper. To download the discussion document, published on 26 July, and for more details see: www.defra.gov.uk/environment/natural/. To respond, go to: www.surveymonkey.com/s/naturalenvironment.



Up & Coming...Events around the region

National Parks Week, until 1 August

Inspiring places – inspiring people. During National Parks Week this week there are loads of special events for all the family. For details visit

www.nationalparks.gov.uk/visiting/nationalparksweek.htm.

Love Parks Week: Arts in the Parks, until 1 August, Across the region

Love Parks Week is an annual campaign, organised by parks charity GreenSpace. By holding an event in a park, or even just attending one, it will help to send the message that parks are an essential part of every community. Events have been planned across the South West – find out what's on at:

www.loveparksweek.org.uk/Whats-on-results.aspx?County=AllCountys and for event ideas see:

www.loveparksweek.org.uk/Resources.html.



Growing into the Community, 6 August, Lawn Community Centre, Swindon

Re-engaging disadvantaged, disaffected and isolated people within the wider community. This meeting will raise awareness about the health, social, environmental, educational and economic benefits of encouraging people to become involved in any form of horticultural, environmental or conservation activity. It will be demonstrated how such involvement enhances, improves and increases an individual's sense of place, personal awareness, health and well being. If you work in Health and Social Care, Social Justice, Education or the Environment please make time to attend this event – share and exchange your knowledge and skills with others. Fee: £35. Contact: Lynda 01766 590388 or see: www.cultivations.co.uk/index.php?option=com_content&task=view&id=163&Itemid=50

Epic 56 mile Cheddar Adventure, 11 September, Bristol to Cheddar (and back)

To celebrate 15 of the National Cycle Network, Sustrans have organised a 56 mile cycle ride from Bristol to Cheddar and back. It's only £20 to enter which goes towards Sustrans work. For more information about registering visit the Sustrans website, www.sustrans.org.uk.

Stroud Eco-Renovation Open Homes Weekend, 11 – 12 September

This weekend will consist of over 25 houses that have had eco-renovations. Owners will be available to provide advice about renewable energy and energy efficient measures. Advice of best practice will be given over the whole weekend. For more information visit: www.stroudopenhomes.org.uk.

EcoJam, green and ethical events in Bristol

For events in Bristol, visit the Ecojam hub: www.ecojam.org/interact/events.

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, get in touch so we can feedback messages on your behalf. And let us know about local and regional events coming up over the next month for inclusion in the next edition.

Contact Freiny Miles at Freiny.Miles@sustainabilitysouthwest.org.uk.

Deadline for submissions: close of 17 August 2010.

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

Follow SSW on Twitter: <http://twitter.com/sustsouthwest>

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

SustNav – Sustainability Principles to navigate your way to lasting solutions

www.SustNav.org.uk

Fair Shares, Fair Choice – campaign for fair, safe carbon shares for all

www.fairsharesfairchoice.com

Sustainable Health SW – supporting the region's NHS trusts

www.sustainablehealthsw.org.uk

Planting Places – linking greenspace and sustainability in the South West

www.plantingplaces.org.uk

Sustainability South West, 3rd Floor, Bush House, 72 Prince Street, Bristol BS1 4QD t. 0117 929 0989 www.sustainabilitysouthwest.org.uk

Registered Charity no.1106125 Company Ltd no. 3899945.

Feedback: Your feedback on *SustainabilityNow* is valued.

Email: info@sustainabilitysouthwest.org.uk.

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

Subscribe/Unsubscribe: To be added or removed from this distribution list please contact: info@sustainabilitysouthwest.org.uk.

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