

Welcome to Sustainability Now

August has seen Sustainability South West out in force, promoting both *Fair Shares, Fair Choice* (our low carbon movement) and *Future Footprints* (our sustainable tourism visitor campaign) at various spots in the region. A week long stint at the Galleries shopping centre in Bristol was a chance to truly gauge the public mood around action on climate change! (see '*Fair Shares, Fair Choice* – summer activities' below)



This month's *Sustainability Now* headlines at a glance:

- *Fair Shares, Fair Choice* – summer activities
- *Future Footprints* – update on summer campaign!
- Tribute to Frances Truscott – a sustainability hero
- Sustrans 'Connect2' project
- A brush with sustainability
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As a network of influential individuals your feedback on *Sustainability Now* is very valuable. You can send comments to info@sustainabilitysouthwest.org.uk and view back issues at www.sustainabilitysouthwest.org.uk/sustainability_now (let us know if you've colleagues who need adding to our e-distribution list). **Please note SSW's new office details below.**

Fair Shares, Fair Choice – summer activities

SSW was invited to take part in the Mall's first annual 'EnviroMall Week' running 18th–25th August (the Mall is a major shopping centre operator, with 23 sites across the UK). SSW staff ran an info stand at the Galleries in Bristol speaking to hundreds of people about what steps can be taken to live within a fair and safe carbon share and make a positive difference on climate change. Shoppers were generally very interested and responsive with over 150 individuals 'signing up' to the principles of *Fair Shares, Fair Choice* (FSFC). This latest boost swells the FSFC low carbon movement of individuals, organisations and community groups to nearly 600. You can join them by signing up today at www.fairsharesfairchoice.com For more about the EnviroMall scheme, visit www.enviromall.co.uk

Anyone planning a visit to the Bristol Kite Festival at Ashton Court this weekend (1st-2nd September) can come and find the *Fair Shares, Fair Choice* stand for a browse and a chat.

Future Footprints – update on summer campaign!

Last time we reported that *Future Footprints* (the SSW coordinated sustainable tourism initiative) had launched its summer 2007 campaign with a children's postcard competition inviting youngsters to 'draw their best day out'. We're pleased to say we've had over 250 entries to date and are expecting loads more by the deadline of 14th September.

Tribute to Frances Truscott – a sustainability hero

SSW was sad to learn about the death of Frances Truscott – founder and regeneration principal of the 'Future Perspectives' consultancy based in Cornwall. Frances was a highly respected and popular figure, adept at engaging a wide range of groups in sustainability issues. She was particularly renowned for her innovative work in the field of social and environmental accounting and in supporting communities to take action on climate change. Frances will be missed by colleagues from across Cornwall, the UK and beyond. You can read Future Perspectives' tribute at: www.futureperspectives.org

Sustrans 'Connect2' project

Sustainable transport charity Sustrans wants to join the dots between communities, amenities and the countryside and reduce the number of car journeys in the UK – 2/3 of which are currently less than 5 miles long. Its new Connect2 programme aims to create 79 new accessible cycling and walking routes and has been shortlisted along with 5 other schemes for a Big Lottery grant of up to £50m (from its Living Landmarks 'The People's Millions' competition). The winner will be decided by a televised public vote on ITV1 in December.

Planned SW Connect2 projects include a 'Festival Way', linking Bristol city centre to Ashton Court and Long Ashton, along with traffic-free routes to Backwell, Nailsea and Flax Bourton schools, supporting locals to reduce

their carbon footprint and blood pressure! A Bath project will look to transform a disused railway line for walkers and cyclists, providing a practical and idyllic link between town and country. Find out more at: www.sustransconnect2.org.uk

A brush with sustainability

Ever wondered about the implications of a post-oil society on your dental care?? Thought so. Luckily 'Transition Towns' – the movement supporting communities to prepare for a post peak oil world – have posted a Q&A with 2 forward-thinking dentists on their website on just such a topic. It's surprisingly thought-provoking on the realities of living without oil: www.transitiontowns.org/TransitionNetwork/PeakOilDentistry

Sussed!



Windy attraction for M5 All three wind turbines are now in operation at Ecotricity's wind park in Avonmouth. The turbines, visible from the M5, will supply 4669 houses with electricity saving 15,000 tonnes of CO2 a year. Ecotricity will match every £1 spent by its customers on investment in new parks.



More ways to recycle N Somerset council, in partnership with Tetra Pak Ltd and the Alliance for Beverage Cartons and the Environment, will trial for 2 years new recycling deposits for juice and milk cartons. Potential uses include plasterboard liner as well as high strength paper bags and envelopes.



Virtual farmers' market A farmer in Bedfordshire has created a virtual farmers' market which will unite local producers and allow them to sell their produce directly to customers on-line avoiding the supermarket middlemen. Producers will get 93% of the purchase price as opposed to the much smaller percentage received from supermarket sales. The site will be up and running from September at www.localfoodshop.com



In the 11th Hour Leonardo di Caprio's new film, The 11th Hour, could help raise environmental awareness. The film addresses key sustainability problems (such as climate change and deforestation) as symptoms of modern industrialized societies. Committed environmentalist, Di Caprio, has funded the film, which is produced by the company he co-founded.



No fly zone? The Soil Association is considering a ban on air-freighted products under its scheme. Finally, notice is being taken of the damaging effects on the environment of importing organic produce long distances by plane.

The Sust'Ometer:

So last century...



The Big Nappy debate The government is ending support for the £30 million a year Real Nappy Campaign, claiming that the positive environmental impacts are negligible. The Women's Environmental Network, however, argues that the decision was based on the findings of a controversial 2005 Environment Agency report which was criticised for not taking into account factors such as being able to wash real nappies at lower temperatures and the CO2 related to the transportation of disposable nappies.



Slow progress on renewable energy Governmental officials don't believe that Britain can achieve its target, set by Tony Blair in the Spring, of increasing usage of renewable energy to 20% by 2020. Renewables account for just 2% of our current energy consumption (compared to 13% in Germany). Under current policy this would rise to only 5% by 2020...

On your radar?

SW Green Energy Awards Nominations are now open for the region's 2007 Green Energy Awards in the following categories: 'Best Business Innovation'; 'Most Proactive Local Authority'; 'Best New Renewable Energy Scheme'; 'Best Sustainable Energy Community'; 'Best Housing Scheme'; and 'South West Renewable Energy Champion'. Awards will be presented at a gala dinner on 13th November at the Winter Gardens in Weston-super-Mare. For a nomination form (deadline 28 September) and to book at place at the awards see: www.regensw.co.uk

Every Child's Future Matters: a new report from the Sustainable Development Commission championing the fundamental role of the environment – both locally and globally – in the current and future well-being of children and young people. See: www.sd-commission.org.uk/publications/downloads/ECFM_report.pdf

Zero Carbon Britain: this alternative UK energy strategy has been developed by the Centre for Alternative Technology in consultation with experts, academics and professionals. It aims to help all UK sectors meet the urgent challenges of climate change, peak oil and global equity through integrated solutions. See www.zerocarbonbritain.com for more info and to download the strategy.

Up & coming...

This weekend! Organic Food Festival The Soil Association's annual organic food festival is taking place on Sat 1st and Sun 2nd September at Bristol Harbourside. Highlights include stalls of organic food and refreshments, health and beauty products and textiles along with a demonstration kitchen, a festival 'fringe' and relaxation and kids zones. Find out more and download a programme at: www.soilassociation.org/festival

Slimbridge Green Festival Slimbridge Wetland Centre will be hosting a Green Festival on Sat 15th and Sun 16th September (11am-8pm). There'll be live music from a host of bands and activities including 'green pampering', arts and crafts and a 'school sports day' on offer. See: www.myspace.com/slimbridgegreenfestival Tickets are £12 a day or £20 for the weekend available from: www.bristolticketshop.co.uk

BiTC workshop Business in the Community is running a double workshop on 23rd October at Bond Pearce's offices in Bristol. The morning will introduce BiTC and the benefits of entering their Excellence Awards whilst the afternoon will focus on practical guidance and best practice on climate change. Delegates can attend for the morning, afternoon or all day. For further details email pip.trentham@bitc.org.uk or call 0117 972 2111.

'Planting Places': The name of a forthcoming urban greenspace network campaign from SSW. Watch this space for more info next time and contact us (details below) if you'd like to register your interest in being involved.

Over to YOU

Remember – we're your friendly, 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 problems in adopting a more sustainable approach let us know so we can feed back messages on your behalf. You can also tell us about key regional events coming up over the next month so we can include this in our next edition of *Sustainability Now*.

Contact us at: info@sustainabilitysouthwest.org.uk **Deadline for submissions: close of Monday 24th September**

Other news from Sustainability South West

More SSW news available on our new look website at:

www.sustainabilitysouthwest.org.uk

...regular updates on SSW coordinated projects available from:

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

www.fairsharesfairchoice.com

Sustainability Shaper – the SW's new sustainable development framework

www.shapersw.net

Future Foundations – the SW's sustainable construction charter

www.futurefoundations.co.uk

Future Footprints – the SW's sustainable tourism visitor campaign

www.futurefootprints.org.uk

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

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