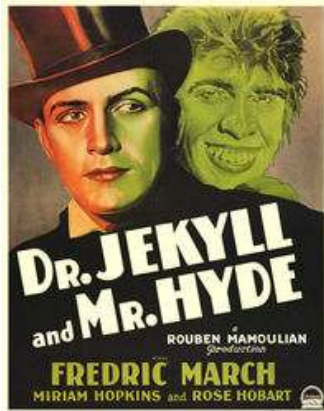


Welcome to Sustainability Now



The two faces of the
'sustainability' agenda?

A common feature of promoting sustainability is untangling 'inconsistency' to achieve an integrated approach.

Nowhere is this more the case than in trying to make sense of often conflicting Government strategy, policy and guidance. To quote Jon Snow (commenting on UK aviation policy on C4 news last week) the Government seems to be "singing out of both sides of its mouth". Indeed in SSW's own dealings with Gov. depts it often feels like we're up against a severe case of Dr. Jekyll and Mr. Hyde. Our message – don't be put off by the inconsistency! Embracing integrated sustainable approaches will avoid upheaval in the future by helping us to be resilient to 'global shocks' such as climate change and 'peak oil'. Time to ditch your Mr. Hyde...

- ◆ Sustainability Shaper – case studies of the Shaper 'in action' now available
- ◆ Fair Shares, Fair Choice tops 700 sign ups
- ◆ Sust'Ometer
- ◆ Update on Future Foundations – the SW's sustainable construction initiative
- ◆ An energising event – RegenSW award winners
- ◆ On your radar? ◆ Up & Coming ◆ Over to YOU

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).

Sustainability Shaper – case studies of the Shaper 'in action' now available

The *Sustainability Shaper* (the South West's sustainable development framework) has recently been updated with a range of case studies showcasing the diverse ways in which organisations have been using the Shaper to 'shape up' on sustainability. Go to www.shapersw.net and visit the 'Shaper Stories!' section for inspiration (the following link will take you straight there: www.shapersw.net/rsdf.php?ID=67&category=67&stylesheet=style).

Fair Shares, Fair Choice tops 700 sign ups

We are delighted that sign ups to the region's fair carbon shares movement – *Fair Shares, Fair Choice* – have now topped 700. New supporters include the Chelsea Building Society and the Bedruthan Steps Hotel (Cornwall) along with more than 30 individuals. Add your name to the movement and join in at www.fairsharesfairchoice.com

Update on Future Foundations – the South West's sustainable construction initiative

Future Foundations is the region's sustainable construction initiative (established by SSW in 2001). It provides a set of sustainable construction 'principles' and practical guidance for everyone involved in construction. Since 2004, the project director and advisory group have identified key barriers and opportunities to the wider adoption of sustainable construction and developed policy, advice and toolkits. Visit www.futurefoundations.co.uk for info and to 'pledge' to the principles of *Future Foundations* (whether you deliver or influence construction in any way). *Future Foundations* coordinates the south west sustainability checklist for the region's construction sector- a free online tool covering core aspects of built development to support new planning applications (see www.checklistsouthwest.co.uk).

Future Foundations has most recently been promoting sustainability to the Royal Institute of British Architects, the Royal Institution of Chartered Surveyors, the Royal Town Planning Association and the Chartered Institution of Building Services Engineers. *Future Foundations* is facilitating input from construction professionals to the Region's Climate Change Action Plan and coordinating the South West response to the National Strategy for Sustainable Construction.

An energising event – RegenSW award winners

Green energy heroes were recognised at RegenSW's award ceremony (on the eve of their annual conference, 14th November). The winners were Treco (Devon) – 'Best Business Innovation' for their eco-friendly heating solutions; Devon County Council – 'Most Proactive Local Authority' for supporting renewable energy and energy-efficiency; South Wheatley Renewable Energy Trust (Cornwall) – 'Best Sustainable Energy Community' for their community-owned wind project; Avonmouth Docks Wind Park (Bristol) – 'Best New Renewable Energy Scheme' for turbines providing 75% of the port's electricity; Cornhill Estates (Dorset) – 'Best Housing Scheme' for their EcoHomes; and Tim German of CSEP – 'South West Renewable Energy Champion' for promoting the SW as a renewables leader.

Sussed! (Dr. Jekylls?)



Progress on waste in Bristol The city has topped the UK in *reducing* rubbish sent to landfill – Bristolians are throwing out nearly a quarter fewer bin bags ...but households still only match the poor national average recycling rate of 31%.



Palm oil producers admit responsibility The industry is finally signing up to a green certification scheme that aims to protect rainforests, wildlife and the indigenous people. Friends of the Earth suggest that 90% of orangutan habitat has already been lost as a result of rising demand for palm oil, and the Asian Great Ape could be extinct within 12 years.



Fife leads with local food experiment 19 families in the ancient kingdom of Fife have agreed to only eat local produce for a year to see how this will reduce their carbon footprint and improve their health. Modern farming and transportation practices are major contributors to greenhouse gas emissions.



Brown bags a ban In his first major speech on environmental issues, Gordon Brown has suggested there will be a complete ban on the 13 billion 'single-use' plastic bags used in the UK annually...we would like to see Brown be equally bold in other areas (see 'So last century...')



Jekyll vs Hyde in Olympic food fight Well done to Jenny Jones, Chair of London Food and Green Party Assembly Member, for taking on the Olympic Committee. Jones is proposing that McDonald's and Coca Cola (incredibly the two main Olympic sponsors!) are joined by outlets supplying fairtrade, organic, healthy and minimally packaged food.



Cities set to slash CO₂ Under the Low Carbon Cities Programme, Bristol, Leeds and Manchester will work with the Carbon Trust and Energy Saving Trust to produce CO₂ slashing action plans it was announced this month. Plans for low carbon economies include renewable energy, 'combined heat & power', energy efficiency and cycling to work schemes. It is hoped that other cities will learn from any best practice developed.

So last century... (Mr. Hydes?)



Lyme Bay Reef's last chance? Despite Lyme Bay Reefs supporting a rich variety of nationally important biodiversity (along with recreational activities), their future is threatened by intensive scallop dredging. According to the South West Wildlife Trusts, dredging will not only destroy the reefs but is only worth half as much to the economy as the other activities supported by the bay. See below for details on how to act now to save the Lyme Bay reefs.



Not on the label A Soil Association study finds that many supermarkets are selling products from animals fed on GM crops, despite non-GM policies. *Most* milk, dairy and pork sold in UK supermarkets come from GM-fed herds with no consumer warning.



Running away from climate commitments? The PM is supporting a 3rd runway at Heathrow, declaring that Britain's prosperity depends on it. With decisions like this Brown's target of cutting UK emissions by 60% by 2025 looks increasingly out of reach. Sign the online petition at: <http://www.ipetitions.com/petition/stopheathrowexpansion/>



Nuclear gets the nod Gordon Brown is backing a new generation of nuclear power stations, regarding it as a long-term solution to the imminent energy crisis. Nuclear not only means taking on big risks on dangerous wastes but depends on supplies of uranium keeping apace with spiralling demand. SSW sees nuclear as a resort only after reducing energy consumption, improving energy efficiency and maximising renewable energy solutions.

On your radar?

Bovey Climate Action (BCA) On 12th November BCA celebrated its first birthday with an evening do at the parish church. Townsfolk were joined by top 'green' speakers – Jonathon Porritt, Mark Edwards and Mark Lynas – and treated to locally-sourced home-made food and live music. The bash, which reflected on the group's achievements over the past year, coincided with the publication of BCA's first annual report. See www.boveyclimateaction.org.uk

South West 'Barometer' A new special poster based issue of the South West Barometer is now available from the South West Regional Observatory providing a snapshot of 20 key social, economic and environmental indicators. Please contact Rachel.Hartnell@swo.org.uk to order copies.

Lyme bay consultation Defra is consulting on options to protect marine biodiversity interests in Lyme bay (off the Devon/Dorset coasts). Lyme Bay Reefs support a rich variety of nationally important biodiversity along with potting, sea angling, diving and other recreational pursuits. The futures of these activities along with the bay's wildlife, however, are threatened by intensive scallop dredging. According to the South West Wildlife Trusts, dredging will not only destroy the reefs but is only worth half as much to the economy as the other activities supported by the bay. See www.savelymebayreefs.org for more info including how to respond to Defra's consultation.

Global Directory Oxfam and Venue's 'Global Directory' for 2007/8 is out now to pick up in local community centres and venues in Bristol and Bath. The focus for this edition is climate change, and the directory is packed with ethical and environmental listings, eco-tips and climate related articles - including a feature on Sustainability South West and its projects. It will shortly be available online at www.venue.co.uk/global/index.htm For bulk copies to distribute through your networks please email globaldirectory@oxfam.org.uk

Renewable energy grants available The Grant for Research and Development is available to support technological entrepreneurs to get a step closer to the marketplace by funding research and development work on innovative products and processes. The grant for SMEs is delivered by the South West Regional Development Agency. Further information and application documents available from www.southwestrda.org.uk/grd

Free low-carbon housing advice for developers and local authorities Developers and local authorities in the South West have a chance to win specialist technical advice and support for building low-carbon housing, in a new Regen SW competition. Further information and application form available from www.regensw.co.uk/press/docs-index.asp Closing date: 21 December 2007.

A Movement of the People: new Friends of the Earth (Regional Assembly funded) South West survey, published in October 2007, revealing a massive surge in community activity on climate change across the region. There are over 250 groups active on climate change in the SW and of these 100 have started since 2005. Full report and summary available from www.foe.co.uk/england/news/south_west_climate_activity.html

Greenpeace electronics rating Buying electrical festive prezzies? Check out Greenpeace's rating of different manufacturers at www.greenpeace.org/international/campaigns/toxics/electronics/how-the-companies-line-up

'Food for Life' initiative Six new flagship sustainable food schools have been established in the South West as part of the Soil Association's 'Food for Life' project. During this term they celebrated Organic Fortnight with free organic breakfasts – a great way to engage pupils, parents and the wider community in the scheme. The SW will be getting a visit from the Food for Life 'cooking bus'. Keep up to date at www.foodforlife.org.uk/in_your_region/south_west

Up & coming...

Ginsters Open Doors & BiTC Workshop: Ginsters will share their work on integrating a health and well-being programme into the workplace and host a practical workshop on completing an awards entry for Business in the Community's 'Awards for Excellence' on the 13th December at Callington in Cornwall (10.00-14.30). See www.bitc.org.uk/events/ginsters_open_doors.html for more info.

Dorset Community Music Conference This event on Saturday 1st December 2007, at the Chantmarle Resource Centre, will celebrate Dorset's rich musical tradition and ongoing musical creativity. Activities will include presentations from Professor Norma Daykin (on arts and health) discussions, seminars, workshops, performances and advice surgeries. More info and booking form at www.dorsetforyou.com/index.jsp?articleid=371588

Regional Observatory Roadshows The South West Observatory – the 'regional information gateway' – is made up of seven expert local intelligence networks and six thematic modules. The Observatory is currently delivering a series of free road shows hosted by the local networks – an opportunity for those involved in policy to better understand the role of the local and regional networks and explore information needs (particularly in light of the Government's sub-national review). Upcoming events are: Intelligence Network Devon, 4th Dec (County Hall, Exeter) and Intelligence West (of England), 16th Jan 2008 (Government Office, Bristol) See www.swo.org.uk for full details.

'Growing a sustainable region' conference Creating Excellence is hosting a conferencing exploring key sustainable communities issues the 6th December at the Watershed, Bristol with a programmes of speakers, masterclasses and visits. Look out for Sustainability South West produced sustainability tools in your delegate packs!

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. You can also tell us about key regional events coming up over the next month so we can include this in the next edition *Sustainability Now*. Our December 'festive' edition will be out a bit earlier than usual. **Contact us at:** info@sustainabilitysouthwest.org.uk **Deadline for submissions: close of Monday 17th December**

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 regional 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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Disclaimer: the views expressed in this newsletter do not necessarily represent the views of Sustainability South West's membership as a whole.

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