

GloballySusDCymru

April/May 2006

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in Wales and the World

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sustainable development
related events in Wales
and the rest of the world,
in the next two months

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two perspectives on
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one Welsh, one from
elsewhere.



This newsletter is produced to facilitate the flow of information about sustainable development in Wales and the World.

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Contribute to a future issue (deadline 5th May for June/July issue)

<http://www.wales.gov.uk/sustainabledevelopment>

Promise the Earth...for World Environment Day -5th June 2006

Environment Agency Wales is leading the campaign for World Environment Day in Wales. They want to see World Environment Day become the starting point for sustainable development in Wales, and as an opportunity to see positive changes in our environment.

This year, the campaign is not just about one day; it's a continuous effort to encourage behaviour change. You can sign-up your business to workplace promises, and also rollout individual promises to your employees and co-workers to encourage personal sustainability behaviours.

Promise the earth by visiting <http://www.environment-agency.gov.uk/wed2006/>

Competition – What does 'extending entitlement' mean to young people in Wales?

A new competition for people aged 11 - 25 aims to raise awareness of the Extending Entitlement Agenda.

Entrants will create a 'soundbite' explaining what Extending Entitlement means to them - the winning entries will be part of a publicity campaign.

For more information - <http://www.funkydragon.org/fe/master.asp?n1=399>

Oxfam Cymru links with Aceh, Indonesia

Craig Owen, Oxfam Cymru Campaigns Coordinator, has temporarily taken up the post of Communications Manager for Oxfam's Tsunami response programme.

Craig is based in Aceh, Indonesia (one of the worst hit regions by the December 2004 tsunami) until mid-May where he will be leading on ensuring that Oxfam's work in the region is communicated effectively to the rest of the world. His work mainly involves communications, advocacy and media work. He has been writing a weblog since he arrived in Aceh in early February - see <http://www.cardiffoxfamgroup.org.uk/craig/>



This photo shows Craig in front of a ship that used to be an entire offshore power station until (in Craig's words) "it was picked up by the Tsunami and unceremoniously 'dumped' on top of several blocks of Banda Aceh." It is now 2km inland from the shore and far too big to ever be moved.

First Minister building links with China and Hong Kong

First Minister Rhodri Morgan visited China and Hong Kong in a drive to boost economic links with Wales and signed a Memorandum of Understanding between Wales and the Chongqing Municipal People's Government.

This is a formal agreement enabling the two governments to work closely on links in terms of economic and trade development, education and training and sharing experience on environmental, cultural and governance issues. It follows a major high-level agreement between the UK and China on sustainable development in November 2005.

Launch of Stop Climate Chaos Welsh Manifesto

The Stop Climate Chaos coalition recently launched its manifesto for Wales at a special event in Cardiff.

Mayer Hillman, author of 'How We Can Save the Planet' spoke about the need for lifestyle changes and 'carbon rationing', and Assembly Members from across the National Assembly for Wales showed their support for the manifesto.

For more information email peter.jones@rspb.org.uk

Community project suggestions for Danish students visiting Wales in May

18 Danish students will be spending a week in Wales in mid-May to learn about primary education and community development.

If you work for an appropriate organisation and would like to be involved please email mark.edwards@newport.ac.uk

Wales and Michigan to collaborate on Intelligent Transport Systems

Andrew Davies, Minister for Enterprise, Innovation and Networks recently met representatives of the Michigan Department of Transportation to solidify an agreement to share knowledge and best practice about Intelligent Transport Systems.

This collaboration will lead to developments in integrated, advanced technologies embedded in roads and the use of 'smart cars', video and radar centres and global positioning system modules to relieve other traffic problems.

Welsh Company 'The Soap Shed' in Morocco



If you were a couple of soap makers invited to Morocco to make soap in a small Berber village you would jump at the chance. This is exactly what happened to the owners of The Soap Shed in Pembrokeshire.

Liz Hobbs and Steve Croke spent two weeks in a small Berber community teaching the local people about their experiences of soap making. Small socio-economic cottage industries like soap making are welcome in the area. The impact is minimal in many ways but may be monumental in ensuring families have economic independence—there are few opportunities for self sufficiency.

For more information <http://www.thesoapshed.co.uk/>

Microgeneration – power generation on the smallest of scales

Microgeneration is power generation on a small scale – e.g. through solar panels on houses.

The Wales Consumer Council has recently launched a report asking if it could become an effective alternative form of energy generation.

For more information:

rhys@wales-consumer.org.uk

More Communities First Funding for Swansea

Communities First is the Welsh Assembly Government's flagship programme to improve the lives of those living and working in Wales' poorest areas.

Four Communities First areas in Swansea have recently received a funding boost of almost £900,000 for projects with children, older people and the Swansea Council for Voluntary Services.

WWF report says Sea Empress Disaster could happen again

A new WWF report highlights that while most of the lessons have been learned from the Sea Empress grounding 10 years ago, one key issue remains outstanding: the absence of an emergency towing vessel to cover the Irish Sea, based at Milford Haven.

The report 'An overview of shipping activities in UK waters – ten years on from the sea empress disaster' also highlights issues that make a disaster more likely – particularly that climate change is causing more unpredictable weather conditions and that there has been a growth in shipping movements in South West Wales.

For more information - <http://www.wwf.org.uk/core/about/cymru.asp>

Minister visits Canadian Hydrogen Village

Andrew Davies, Minister for Enterprise, Innovation and Networks has visited the Hydrogen Village programme in Toronto, a private / public partnership of 38 organisations which is leading the development, application and commercialisation of hydrogen and fuel cell products and services across North America.

Wales and Scotland lead Forum to tackle Social Exclusion

Deputy Minister for Social Justice and Regeneration Huw Lewis co-led a British-Irish Council meeting on social inclusion with the Scottish Executive Minister for Communities, Malcolm Chisholm, in Edinburgh in early March.

New European Policy Paper on Energy

The European Commission has recently released 'A European Strategy for Sustainable, Competitive and Secure Energy' which sets out guidelines for facing the energy-related challenges that have arisen in the EU over recent years.

To view the paper - http://europa.eu.int/comm/energy/green-paper-energy/doc/2006_03_08_gp_document_en.pdf

Demands for more EU leadership on Sustainable Development

A few hundred trade union and NGO activists attended a Brussels conference in March to discuss the relationship between the revised Lisbon Strategy and the EU's sustainable development goals.

It is claimed that policies promoting increased competitiveness and implementing socio-economic reforms sometimes clash with the need to protect Europe's welfare systems (social cohesion) and the need to bring the growing economy in balance with the stewardship of natural resources.

For more information see http://www.insnet.org/ins_headlines.rxml?cust=2&id=2525&url=http://www.euractiv.com/Article?tcmuri=tcm:29-153140-16&type=News&Ref=mail

UK–Brazil High Level dialogue on Sustainable Development

The UK and Brazil have signed a joint statement establishing High-Level Dialogues on Sustainable Development and a Working Group on Climate Change.

It provides a framework for bilateral cooperation on a range of sustainable development issues, including climate change, biodiversity and forest governance and follows similar agreements signed with China and India. There are a number of existing UK-funded projects in Brazil supported by the Global Opportunities Fund and further information about such opportunities is available at <http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket/Xcelerate/ShowPage&c=Page&cid=1007029390554>

Mexican Industry taking voluntary action against climate change

Mexico's environment ministry (SEMARNAT) has recognised fifteen major companies for publicly reporting their greenhouse gas emissions through a public-private initiative known as the Mexican Voluntary Accounting and Reporting Greenhouse Gas (GHG) Programme.

This type of voluntary programme, established in 2004, is the first of its kind in a developing country. 27 companies are currently participating – including those from the most energy intensive sectors.

For more information – <http://www.geimexico.org/>

European Commission signs agreement on promoting sustainable towns with UN-HABITAT

By 2050, 6 billion people will be living in cities around the world - at present almost 80% of the EU population live in cities.

The EU Sustainable Development Strategy stresses the need for local authorities to reconcile the economic, social, cultural and environmental aspects of European towns. To support this a Memorandum of Understanding has recently been signed between the Commission and UN-HABITAT (the UN Human Settlement programme)

For more information - <http://www.unhabitat.org>

New UK taskforce - to help companies become Greener

The 'UK Business Taskforce on Sustainable Consumption and Production' is a joint initiative of DEFRA and the DTI and will be chaired by Neil Carson (Chief Executive of Johnson Matthey Plc).

It will look for practical ways in which businesses can minimise the negative impacts of products and services while remaining profitable and make recommendations to Government on how policy can support such efforts.

For more information - <http://www.defra.gov.uk/>

The Role of Business in Tomorrow's Society

The WBCSD (World Business Council for Sustainable Development) is a coalition of 180 global companies committed to sustainable development.

In February an event was held - 'The role of Business in Tomorrow's Society' to explore whether it is possible to do business in ways that reduce poverty and save the environment.

Go to <http://www.wbcsd.org/templates/TemplateWBCSD5/layout.asp?MenuID=1>

to contribute to the discussion and help shape the role of business in tomorrow's society.

WALES—EVENTS

'Wales working Rides'

When? April – July 2006
Where? Throughout South Wales

Description

Throughout these months you are invited to help Sustrans audit and do minor maintenance on parts of the National Cycle Network across South Wales.

gwyns@sustrans.org.uk

Oxfam Live

| | | | | |
|---------------|---------|----------|---------|---------|
| When? | 2nd May | 3rd May | 4th May | 5th May |
| Where? | Mold | Pembroke | Swansea | Cardiff |

Description

Oxfam Live is a series of events held across Wales, England and Scotland. Come to hear inspiring stories and stimulating discussions highlighting the many ways you can help to end poverty.

<http://www.oxfam.org.uk/oxfamlive/>

International Workshop on Design Support 2006

When? 10 – 11th May
Where? Cardiff

Description

This two-day event will emphasize creative practice in design support and promotion schemes, new concepts within this field and emerging demands. It will present strategic plans from countries which have successfully integrated their design strategies into their core activities for economic development.

<http://www.iwds.org>

Welsh Youth Forum on Sustainable Development climate change event

When? 16th May
Where? Caernarfon

Description

This will be WYFSD's first large meeting about its climate change project – discussing what the project will be about and how people can be involved.

emilyashton89@hotmail.com

WALES—EVENTS

Greener Homes and Buildings

When? 20th – 21st May

Where? Builth Wells (part of Royal Welsh Smallholder and Garden Festival)

Description

Supported by Objective 2 European Funding this event will be the first of its kind to be held at the Builth Wells showground, and unique as an event on this scale in the UK.

<http://www.rwas.co.uk>

Centre for Alternative Technology events

All of these events will take place at the Centre for Alternative Technology – Machynlleth.

Tree Tour 30th April

CAT's Head Gardener will give a guided tour of the native trees found at the Mid-Wales eco-centre.

Organic Gardening Tours 13th – 14th May

Tours of inspirational organic gardens.

Food Fair 27th – 28th May

Sample the delights of organic and local food stalls, and enjoy cookery demonstrations and live music at this annual event.

<http://www.cat.org.uk/index.tpl?refer=index&init=1>

INTERNATIONAL—EVENTS

E-Learning Regional Network Seminar: 'Regional Dimension of the EU eLearning Agenda'

When? 3rd – 4th May

Where? Brussels

Description

This event will involve contributions from 12 EU regions including Wales, with contributions from the Welsh Assembly Government, the University of Glamorgan (and other participants from Wales), the European Commission and the Committee of the Regions. The event is supported by EARLALL the (European Association of Regions and Local Authorities for Lifelong Learning.)

Kathryn.weekes@wales.gsi.gov.uk

INTERNATIONAL—EVENTS

Twenty-Fifth Session of the Intergovernmental Panel on Climate Change

When? 26th – 28th April

Where? Mauritius

<http://www.ipcc.ch/meet/session25.htm>

Second World Forum on Regional Economic Development

When? 15th – 17th May

Where? Portugal

Description

This is a unique opportunity to exchange ideas and best practice with experts and practitioners in local and regional development from countries and regions all over the world. It will also include the opportunity to participate in a training day organised by 7 distinguished university professors – ‘Policy Platforms: The New Approach to Regional Innovation Strategies’

<http://www.madeiraworldforum.com/programme.asp>

Business Forum on Science and Technology for Sustainable Development

When? 19th – 20th May

Where? Japan

Description

This invitation-only Forum will discuss the role of science and technology and the need to bridge the divide between developed and developing countries in this field.

<http://static.teriin.org/dsds/2006/index.htm>

OECD Forum 2006: Balancing Globalisation

When? 22nd – 23rd May

Where? Paris

Description

This meeting will bring together business, labour and civil society representatives with government and international organisations officials to discuss issues such as solving global economic imbalances, ensuring that trade and investment are effective motors for development and managing natural disasters and other risks.

http://www.oecd.org/site/0,2865,en_21571361_35842076_1_1_1_1_1,00.html

The Corporate Challenge of Sustainable Development

– Peter Davies, Project Development Partnership and Associate
Director, Business in the Community

Having returned to live and work in Wales following 25 years of missionary work in England, I have been supporting the Assembly Government in developing a Corporate Challenge designed to encourage companies to take up a challenge that will have a positive community impact

For the last 10 years I was Managing Director of Business in the Community UK, based in London working with the 800 member companies to improve their impact on society. Over this time issues of social and environmental responsibility have moved from the margins to the mainstream driven in large part by the increasing expectation of employees and customers. The growing profile of fair trade products has been highlighted in Fair Trade Fortnight. The overall spend for ethical products and investments show a 4th consecutive annual rise with the sales of ethical good up by 13%. The 2005 Mori opinion survey showed that 26% of the population of Wales could be classified as corporate responsibility activists (compared to 16% of the UK public). While two - thirds of consumers believe that the brands they buy have a role to play in making society more sustainable.

This shifting perspective and increasing expectation offers new market opportunities which should be centre stage in the Wales: a Vibrant Economy strategy - supporting companies in designing products and services which expand the typical measures of quality to include environmental and social benefits that growing portions of the market are beginning to demand. The strategy should commit to the establishment of Wales as a centre of excellence for business committed to sustainable development. This should be a central theme of brand Wales, linked to tourism and agriculture strategies.

It may be that the forthcoming Welsh Assembly Government's Corporate Challenge can be a stimulus to raise the social and environmental performance of the whole business sector in Wales

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INTERNATIONAL—VIEWPOINT

BRAZIL: Projeto Pilões (Mortar and Pestle Project), Dr Luiz Guimarães

The Brazilian National Research Council - approved the *Projeto Pilões: Industrial design and appropriate technology, a systemic intervention in rural settlements*. The project is coordinated by the Industrial Design and Sustainable Development Group, Campina Grande Federal University.

The idea for the project emerged from a conversation between a group of lecturers who felt the need to set up a transdisciplinary project. From previous experiences in projects related to appropriate technologies, it became clear that one important activity was missing in interventions which aimed to produce hardware for low-income communities. This activity was Industrial Design. There are relatively few examples of interventions from industrial designers in rural communities, although the potential is huge.

The projects' objective is to develop integrated interventions and generate appropriate technologies feasible to be used in land reform settlements and small rural properties located in the *Brejo Paraibano* micro region. Amongst the activities planned are:

- Design and testing of a pedal powered mobile pump;
- Design and testing of an *urucum* (fruit) dehusker;
- Design and testing of a cashew nut processing equipment;
- Development and testing of a solar fruit dryer;
- Packaging design to pack bananas using local materials;
- Improvement of the local production (bananas) marketing process.
- Design of an identity which enhances the products' origin;
- Design of handbooks for the construction and utilization of the products created;
- Women Crafts Group.

In the short term the project aims to demonstrate some of the possibilities of using industrial design to produce low-cost agriculture hardware, which can be purchased or made by the community, and shared.

In the long term the intervention aims to create local innovative capability in product design, by working in close cooperation with the settlers, stimulating their creative and technical knowledge. This is considered an important aspect of the intervention, as it will allow less dependence in the university or other organizations in the future.

INTERNATIONAL—VIEWPOINT

Interventions such as this one should value existing local knowledge. Respecting people's values and experience will facilitate the introduction of new technologies and organizational innovations in this milieu. Such model, if successful, could be adapted to other communities in Brazil and other less industrialised countries.

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These are drawings from women involved in the 'craft group' mentioned in this article. They have never done anything like this before – they are rural settlers who help their husbands in the small plots of land they own.

