

GloballySusDCymru

Facilitating the flow of information about sustainable development in Wales and the World

July 2008

WELCOME

This year will see a remake of the Assembly Government's SD Scheme; a fantastic opportunity to shape Welsh policy for the next four years and beyond.

We're fortunate to have great cultural icons in Wales; in music, sports, TV, even Hollywood, but just how sustainable is our day to day culture, and what difference could a new Scheme make?

Take alcohol: with problems of underage drinking and anti-social behaviour increasing, are we any good at sensible drinking? Read the excellent tips from UK Campaign *Know Your Limits*.

How about shopping: are we caught up in a throwaway fashion culture? At home, how many choose fair trade fabrics and ethical furniture design? We talk to Organic Cotton's Phil Wheeler and Angela Gidden from Attic2.

Why not join us for a cuppa at 'our house' at the National Eisteddfod 2-9 August to find out what sort of sustainable choices you could be making every day?

Best Wishes,

Helen Nelson
Executive Director
Cynnal Cymru—Sustain Wales

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Contribute To The Next Issue

If you would like to contribute to the next edition please send your news and events to the email address below:

globallysusdcymru@sustainwales.com

WALES NEWS

New Sustainable Development Scheme Announced for Wales

The Assembly Government remains committed to the principle of sustainable development as a touchstone for this administration's programme. On 22 May 2008 Minister for the Environment, Sustainability and Housing announced the remake of the Assembly's Sustainable Development Scheme.

'Over the last year,' Jane Davidson, A.M., states, 'we have consulted widely with stakeholders and held a debate on sustainable development in Plenary in October. We have commissioned a review of the Effectiveness of the Sustainable Development Scheme, and Cynnal Cymru have undertaken a piece of work on non-government views on sustainable development issues in Wales.'

The Minister goes on to identify the 'clear messages' coming through: 'There is an appetite for more action on sustainable development, and there is more to be done.'

As a Cabinet we have agreed that we should proceed to remake the Sustainable Development Scheme and to ensure that it is relevant and meaningful for the people of Wales.'

The current SD Scheme, Starting to Live Differently, made in 2004, set the overarching strategic framework and vision of a sustainable future for Wales.

Since then we have seen:

- **The establishment of the Wales for Africa programme.**
- **80% of the electricity in the Assembly's core administrative estate now coming from renewable tariffs.**
- **The 57 largest NHS sites in Wales using zero carbon rated green tariffs to supply their grid electricity.**
- **The amount of Welsh food purchased by the public sector in Wales increasing from 18% to 24% since 2003.**
- **Wales moving towards Fair Trade Country status.**

In a later oral statement on 10 June, the Minister announced a report on the recalculation of Wales' ecological footprint. It shows that although Wales has the lowest ecological footprint in the UK, it's still unsustainable as we continue to use nearly three planets' worth of resources, and potentially 3.3 planets by 2020.

The Minister said: 'Our One Wales policies on transport, food and housing could have the positive effect of stabilising our ecological footprint by 2020. The theme for our new scheme is therefore 'One Wales – One Planet' to reflect the importance of setting out a pathway to Wales using only our fair share of the earth's finite resources.'

Transformation Nation

Cynnal Cymru-Sustain Wales' report, referred to in the Minister's statement, is

entitled Transformation Nation and will be launched early August at the National Eisteddfod. Email info@sustainwales.com for further details.

Riverside Community Garden Wins Food Award

Riverside Community Garden has been awarded a 2008 Award for Food Action Locally (AFAL) from Food Standards Agency Wales for their work in encouraging more people to eat fresh food.

The Garden is run by Riverside Community Market Association (RCMA) which, for over two years, has been teaching people from all parts of the multi-cultural community of Riverside how to grow their own food and enjoy the health and recreational benefits of gardening – winning them the Wales Diversity Award in 2007.

RCMA also runs Riverside Real Food Market and now the Roath Real Food Market, both featuring a wide variety of stalls selling locally produced fresh food enabling people to eat local food, reduce food miles, enjoy the wonderful taste and freshness and support the local economy.

Contact Anne Bateman on 07779 373390 or garden@riversidemarket.org.uk or Steve Garrett on 029 2022 7982, 0781 4770450 or culturalconcerns@onetel.com.

Roath Real Food Market:

Mackintosh Sports Club (Keppoch Street), Every Saturday morning, 9.30am–1pm.

Riverside Real Food Market:

Fitzhamon Embankment, Every Sunday morning 10am–2pm.

Community Energy Courses Where You Live

Community Action for Energy (CAfE) is a national support and advice service for community energy projects. The service works with an increasing number of community organisations and partnerships who are looking at how an improved knowledge of energy issues can benefit their work. This can include both the sustainability and effective management of community buildings and assets and wider community benefits (tackling fuel poverty and debt, improving housing conditions etc).

They are currently offering free and specially designed training courses to develop your knowledge of energy and developing community energy projects. If you would like to host such an event in your area, you will need to provide a venue and recruit a minimum of 8 delegates from organisations in your area, and they will provide the trainer, resources and follow up support. Contact Karen Dutton on 08701 261 444. Visit www.est.org.uk/cafe.

Young Climate Champions of the World!

James Fletcher, from Hengoed in South Wales, was recently given the title

International Climate Champion (ICC) to represent the UK as well as Wales on the subject of Climate Change. James, who attends Lewis School in Pengam, is one of 39 ICCs in the world and in May went to Kobe, Japan to lobby the G8+5 environment ministers to help to stop climate change.

'This project shows that something is being done by the public and especially by the true agents of change, the youth,' said James. 'Until this year, we had no voice on what our world will be like when we become adults but now only in the first half of the year we are talking with high level politicians; that is a massive improvement and is hope for the future.'

Information on the project and the Japanese trip can be found at:

www.britishcouncil.org/climatechampions.

Women's Institute Gets its Hands Dirty!

Primary school children have been getting practical experience of creating vegetable and wildlife areas and taking part in hands-on activities such as planting, sowing and garden maintenance with the help of their local WI members.

As well as gaining gardening skills, children have also been learning about the origin of food, food miles and the importance of healthy eating. At the same time gaining an increased understanding of issues such as recycling and composting.

The Gardening with Schools project was established by NFWI-Wales in 2005 and now 32 gardening projects from across Wales, involving WI members and their local primary schools, are featured in the National Federation of Women's Institutes (NFWI)-Wales' Gardening with Schools Case Studies Booklet. An electronic copy, full of stories from creating flower beds and hanging baskets to growing a wide variety of vegetables, is available by emailing walesoffice@nfwl-wales.org.uk. Visit www.theWI.org.uk

To receive a hard copy of the booklet please send an A4 SAE (78p) to NFWI-Wales, 19 Cathedral Road, Cardiff CF11 9HA.

A Pocketful of Green Facts

Did you know that every year, about four million tonnes of rubbish is thrown away in Wales, enough to fill the millennium stadium once every 20 days? Or that we in Wales throw away 240 million disposable nappies a year, that's 500 per minute?

These are just two of the fascinating facts which can be found in Dref Wen's latest pocket-sized publication 'Y byd yn eich poced' (The world in your pocket) by Gwenith Hughes.

'I wanted to put a book together which conveyed the important environmental messages in a short and snappy format,' explains Gwenith, a specialist in the environment and sustainable development. 'We hear so much about the environment these days, but I don't think it always sinks in.'

As well as listing the facts and figures, the book also offers simple tips on how we can try and cut down on waste. Contact Gwen Siôn or Gwenan Davies, Cambrensis

PR on 01286 685254 or
gwenan@cambrensis.uk.com.

Y Byd yn eich poced, Dref Wen, £3.99. ISBN 978-1-85596-801-1

GLOBAL NEWS

New Centre to Promote Sustainable Fashion

[Source: Edie](#)

The fashion industry is stepping up its efforts to be more ethical and sustainable with the new Centre for Sustainable Fashion (CSF). Part of London College of Fashion, it will provide a focal point for the fashion industry to develop and share expertise on sustainability issues. It's hoped the centre will help influence the international fashion industry.

Dilys Williams, the CSF's director for sustainable fashion, said 'We've heard the saying "necessity is the mother of innovation". We are in a place of necessity but we are also in a place of fantastic opportunity.'

Journalist and presenter of The Clothes Show Caryn Franklin, ambassador of the CSF, said 'If we are not able to make changes through innovation at student level, when are we able to make them?'

The college is starting a new MA Fashion and the Environment course this autumn, and the CSF will hold its first annual conference in October.

People in the UK buy on average one third more clothing now than they did four years ago - with fashionistas taking home an average of 35kg of new garments per person in a single year. About 80% of these clothes end up in landfill.

SMALL CHANGES, BIG RESULTS

Fact of the Month

You'd have to cycle for an hour to burn the calories in a pint of lager and packet of crisps!

Readers' Poll

78%

of those polled on www.sustainwales.com recently said that they'd like to buy ethically sourced clothes but there aren't enough options or information available.

Next month's theme is popular culture, so visit www.sustainwales.com and answer this question:

Is it important to you how your clothes were made?

- Yes, all of my clothes are ethical
- I think about it but don't always act on it
- I don't think about it much
- No, I never think about it

HEALTH... Top tips

Know Your Limits

http://www.knowyourlimits.gov.uk/stay_safe/index.html

Eat before drinking

Food slows down how fast alcohol gets into your bloodstream. It also gives you more energy and lessens the effects the next day.

Drink lighter beers

Strong continental beers are popular, but can make for a messy night and a bigger hangover. The difference between a pint of 5% lager, and a 3.5% or 4% one is a whole unit.

Set a drinks limit

Decide a drinks limit in advance, and then stick to it.

Have an occasional water or soft drink

Try starting off your night with a non-alcoholic drink. It will quench your thirst before you move on to alcohol. Consider alternating between an alcoholic drink and a non-alcoholic drink or at least throw in a non-alcoholic one once in a while to keep the body hydrated, and it will lessen the effects the next day. Drinking water before you go to bed will also help.

Try to stay out of rounds

This can often mean drinking at a faster pace set by someone else in the group. It may also mean that you end up drinking more than you intended as you accept people returning your kindness after you have bought them a drink.

Don't get pushed around

You should never feel as though you have to drink something if you don't want to. If you don't feel like another drink, or want to drink at your own pace, real friends will respect that.

Keep track of what you've had

It is hard to say "That's my limit tonight" if you don't know how much you've had.

Use more mixers

Diluting a drink with another mixer will make it last longer, and lessen the effects.

Drink smaller drinks

It sounds obvious, but it's better to drink smaller measures of drinks if you have the choice – especially with wine. A large glass of wine in most bars is equivalent to a third of a bottle!

Plan your journey home

Don't leave it to chance – think about how you're going to get home, and who with, before you go out. Make arrangements before you start drinking, and make sure you don't get left to walk home alone.

VIEWPOINT

Organic Cotton

For Phil Wheeler in Machynlleth, a fair and ethical supply chain for a great looking, great quality product is the secret to the success of his latest venture Organic Cotton.

Run by Phil and his family for the last four years, online company 'Organic Cotton' has seen its market double year-on-year and is now exporting to France and Denmark.

'We are close to, and work with, the Centre for Alternative Technology (CAT),' explains Phil. 'I think this was the primary factor in searching out organic cotton. The presence of CAT has brought greater awareness of the issues and the Dyfi valley has become the seed bed to many eco-friendly companies.'

'We've had our shop, Fabrics Ltd in Machynlleth, for 25 years now. About 4 years ago we became concerned about the social, health and environmental effects of the fabrics we sell. We were astonished to see what damage is caused to people and ecology.'

'20,000 people die directly each year (WHO) from the effects of toxic spraying of cotton and millions have their lives affected or seriously shortened,' adds Phil. 'World-wide we use about 25% of pesticide sprays on cotton, sprays that are often banned in the EU.'

After a bit of hard work Phil found some alternative supply chains in Chennai and North Kerula, India and set about introducing an organic range. Hand made cottons are woven and safely dyed by a charity-run project involving about 250 workers using hand looms or small power looms.

Most of the cotton comes from a non GM source and supplied by Agrocel a partner of Traidcraft, the largest UK fairtrade organisation. It is not sprayed with toxic chemicals. Weeding is done by hand and pests are controlled biologically by encouraging other insects to control the pests.

'Much of our fabric is certified Fairtrade,' says Phil, 'so the people who weave and dye the cottons get a fair guaranteed wage and their health and welfare is supported.'

Following the success of the organic range, the family decided to set up a separate company online specialising in only organic fabrics and so Organic Cotton was born.

'We are trying to promote organic cotton as an alternative. Organic supply chains do exist and we have started this business to sell and promote them.'

Production of organic cotton remains small and costs high but as with organic food, higher volumes will eventually lead to a better price.

'We stock over forty plain and patterned organic and fair-trade cottons for clothing and furnishing. Most of them are made on hand looms and have the irregular texture and charm of silk. We keep the retail cost to a minimum starting at £4.95 Mt and hope that by doing this we will make the fabric available for everyone.'

The fabric designs are appealing and contemporary, Phil has been careful to ensure there is added value to this emerging sector of the market. That would be his advice to anyone looking to enter the organic fabric sector too:

'There are conferences now where designers are being encouraged to look at organic fabrics,' he says. 'Some of the bigger companies like Marks and Spencer's are already entering the market, if in a small way. At the moment it's a niche market; make sure that there is added value to what you're selling and people will be prepared to pay the premium.'

'The actual 'cotton' part of a square metre of fabric costs only a few pence more if it is organically produced,' adds Phil, 'But the small farmers who grow the cotton are invariably on a pesticide treadmill that they cannot get off. It takes three years to change over to organic production.'

'The quality is good, and we take great pride in being able to offer these fabrics to our customers knowing that they are certified organic. Cotton can be grown in a safe way and if consumers demand, then bigger companies will follow.'

Phil would one day like to see all cotton produced organically and for all the cotton in the family's fabric shop in Machynlleth, now run by his son, to be organic too.

'In the future it has to be that way. We cannot rely on fertilizers which are derived from oil. We cannot continue to divert rivers to irrigate and we cannot continue killing people because we want cheap cloth. But with demand for organic cotton increasing two-fold each year, the future's looking brighter!'

If you would like to get in touch with Phil we would be happy to put you in contact, please email editor@sustainwales.com. Alternatively, visit www.organiccotton.biz.

Angela Gidden MBE, Director of attic 2 studio and Nomad & Nest, talks about her relationship with the environment and her journey to sustainability.

Once upon a time I was simply a designer but that all changed over 10 years ago. I became a responsible designer, more sensitive, with sustainability at the core of everything I do.

The transition was natural - not creatively forced, not market driven, I just cared. This was the start of my beautiful relationship with the environment.

Over 22 years ago I entered the commercial world as a furniture designer. I'm now 'a creator of design-led experiences' and a 'future-thinker'. That's the best way to sum up all the creative stuff I get up to - furniture, product, interiors, events, photography, TV and community; it's all underpinned by a sustainable ethos.

In the beginning I never considered being in business but it was the best and quickest way to get my ideas to market. I now own two Cardiff-based companies.

My principal company is attic 2, a design studio and signature furniture brand, creating what we call 'Modern antiques of the future'. The second company is Nomad & Nest, an eco-lifestyle retail brand.

attic 2 is a studio proud of its Welsh roots. It's inspired by the landscape of Wales and behaves with real community spirit, acting locally but thinking globally. The studio has been practicing sustainable design for the past ten years and many clients look to us to create products with green credentials – it's what we're known for.

While attic 2 has diversified enormously, it's still close to my furniture roots. Nomad & Nest is a fledgling company. Together, they are self sustaining but also joined at the hip. It's a mutually beneficial relationship.

attic 2 had been producing furniture in-house for around ten years, hoarding the hide and fabric off-cuts with the idea that 'one day I'll get around to doing something with that'. On average the furniture industry discards anything from 25% to 40% of its cut hides, but I had a better plan.

attic 2 would produce a sofa and Nomad & Nest would buy the off-cuts then hand-make a range of satchels, wallets and key fobs out of them with the aim of achieving zero waste.

Underpinning Nomad and Nest's sustainable ethos is our strap-line: 'We love our stuff to be cherished not chucked'. It's an idea that embraces traditional values and creates products that last.

Right now there's a real buzz in Wales' design industry. The Cardiff Design Festival, a UWIC initiative, is a month long festival celebrating the best of design in Wales. attic 2 plays a key role in driving forward the events programme with an evolving sustainable agenda at the core.

Evidence both from the United States and the UK The grand finale of the 2007 festival was the Grand Recycled Ballroom, a party dreamt up and created by attic 2 to celebrate the design talent here in Wales. Who says you can't have fun with sustainability?

The attic 2 studio and I are recognised for what we refer to as 'squeezing fresh commercial ideas out of the crazy ones'. The Grand Recycled Ballroom project was no exception!

It was effectively a big mix of sustainable ingredients. We found and regenerated 248,000sq ft of redundant warehouse near Cardiff Docks creating a stunning ballroom space. We then brought it to life with over 200 party guests, a huge banqueting table, reused and re-homed chairs, specially created chandeliers made from recycled objects, DJ, break-dancers, graffiti artist, technical crew, local catering company, 16 local and Welsh ingredients and, for dessert, a local ice-cream van (inspired!).

On the last day of clearing up, we waste-managed 100s of recycled beakers, glass bottles and cans. And with over 200 compostable plates and cutlery in paper compost sacks, we delighted a local allotment! We pretty much achieved one of the main sustainable objectives of the project – only 2 black bin bags short of zero waste! We'll try even harder for the Grand Recycled Ballroom during the Festival in October 2008. Anyway, that's the role of design – making things better!

Over the years it's become very clear what makes me tick as a designer. It's not design for design's sake or for faddy fashion. It's the bigger picture in design - one idea leading to another. It's about being connected to the real world and being part of a community. It's simply about sustainable design, inclusive design and above all damn good design.

My beautiful design relationship with the environment is now a love affair that's built to last.

EVENTS – WHATS ON GUIDE

July

- 3 Traditional and Ecological Paints and Finishes, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 4 Lime Plastering, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 8 China & Climate Change: What it means for business, London. Register online at <http://www.greenbizevents.co.uk/events/china/#book>.
- 14 - 16 Building with cob – earthen wall construction. Contact info@downtoearthproject.org.uk or call 07900077122.
- 23 - 25 Dry stone walling – using local stone. Contact info@downtoearthproject.org.uk or call 07900077122.
- 28 - 29 Education for Sustainable Development and Global Citizenship (ESDGC) – using the outdoors and engaging approaches. Contact info@downtoearthproject.org.uk or call 07900077122.19 'Child Poverty and Communities First'. Communities 1st Support Network organised by WCVA. Email to training@wcva.org.uk or call 029 2043 1723.SW Wales. Venue tbc.
- 19 'Realising Rural Assets', Hafod Hendre Building, Llanelwedd. With Elin Jones, AM; Graham Benfield, OBE and Leighton Andrews, AM. Contact the helpdesk on 0800 2888 329 or help@wcva.org.uk.
- 19-20 Dry Stone Walling, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 20 Financial Inclusion seminars; Communities 1st Support Network seminars, SE Wales. Email enquiries@communitiesfirst.info or call 0800 587 8898.

- 24 Financial Inclusion seminars; Communities 1st Support Network seminars, SE Wales. Email enquiries@communitiesfirst.info or call 0800 587 8898.

August

- 4 - 6 Building with cob – earthen wall construction. Contact info@downtoearthproject.org.uk or call 07900077122.
- 7 Dry Stone Walling, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 9 Earth oven construction – for baking bread and pizza. Contact info@downtoearthproject.org.uk or call 07900077122.
- 9-10 Two-day: Introduction to Lime and Lime Plastering, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 26 - 27 Straw bale building with Amazonails. Contact info@downtoearthproject.org.uk or call 07900077122.
- 28 - 29 Lime rendering on straw bale walls with Amazonails. Contact info@downtoearthproject.org.uk or call 07900077122.
- 29 - 30 Climate Change and Environmental Community Event. Queens Square, Wrexham.
- 10am-3pm. Contact Europedirect@wrexham.gov.uk. Register online at <http://www.greenbizevents.co.uk/events/china/#book>.

August

- 7 Dry Stone Walling, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 9-10 Two-day: Introduction to Lime and Lime Plastering, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 8 China & Climate Change: What it means for business, London. Register online at <http://www.greenbizevents.co.uk/events/china/#book>.

September

- 5 Lime Plastering, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 6 - 7 Lime rendering (final coat) on straw bale walls. Contact info@downtoearthproject.org.uk or call 07900077122.
- 13-14 Dry Stone Walling, Ty-Mawr Lime. Email mike.scruby@lime.org.uk.
- 13 - 14 Education for Sustainable Development and Global Citizenship (ESDGC) – using the outdoors and engaging approaches. Contact info@downtoearthproject.org.uk or call 07900077122.
- 17-19 ANPA Conference, Lake Windermere. Register online at www.anpaconference.com.