

E2-007

TR E 46

£35.00

Colour Appendix Page	1	13	23
	2	14	23
	3	15	24
	4	16	25
	5	16	26
	6	17	26
	7	18	27
	8	19	27
	9	20	27
	10	21	28
	11	22	31
	12		32

+ 2 DISKS

} leaflet.

DO NOT INCLUDE
DISKS -(THEY ARE
CORRUPT).
ANY ORDERS - PUT A
NOTE IN SAYING.
DISKS CAN BE
OBTAINED FROM THE
CONTRACTORS.
"GOING FOR GREEN"
TEL: 0161 272 5221.

USE FRONT COVER
WITH LOGO.
(Supplied by Inere Gize
North-West Region)



Green household index - The Eco-Cal

Going for Green Ltd

R&D Technical Report E46

Further copies of this report are available from:



Foundation for Water Research, Allen House, The Listons,
Liston Rd, Marlow, Bucks SL7 1FD. Tel: 01628-891589, Fax: 01628-472711

Green household index - The Eco-Cal

J Sutton

Research Contractor:
Going for Green Ltd

Environment Agency
Rio House
Waterside Drive
Aztec West
Almondsbury
Bristol
BS12 4UD

R&D Technical Report E46

Publishing Organisation:
Environment Agency
Rio House
Waterside Drive
Aztec West
Almondsbury
Bristol BS12 4UD

Tel: 01454 624400 Fax: 01454 624409

NW-12/97-35-B-BAOX

© Environment Agency 1997

All rights reserved. No part of this document may be produced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the Environment Agency.

The views expressed in this document are not necessarily those of the Environment Agency. Its officers, servants or agents accept no liability whatsoever for any loss or damage arising from the interpretation or use of the information, or reliance upon views contained herein.

Dissemination status

Internal: Released to regions

External: Released to the Public Domain

Statement of use

This report is aimed at all Environment Agency staff. Plans are under development to make the software available to members of Agency staff to use at home. It is hoped that the software will be available from all Networks, and CIS are currently investigating options to deliver this.

Research contractor

This document was produced under R&D Project E2-007 by:

Going for Green Ltd
Churchgate House
56 Oxford Street
Manchester
M60 7HJ

Tel: 0161-272 5221

Fax: 0161-272 5200

Environment Agency's Project Manager

The Environment Agency's Project Manager for R&D Project E2-007 was:
Peter Fox - Environment Agency North West Region

R&D Technical Report E46

Green household index - The Eco-Cal

Contents

	<u>Page</u>
Executive Summary -----	3
Section One: Introduction	
1.1 EcoCal project aims -----	5
1.2 Project background -----	5
1.3 Involvement of the Environment Agency -----	5
Section Two: Research and Development	
2.1 Project team -----	6
2.2 Reference Group -----	6
2.3 Development of algorithms -----	7
2.4 Development of the questionnaires -----	9
2.5 Market testing -----	11
2.6 Pre-release version acceptance testing -----	13
2.7 Final release versions of EcoCal -----	13
Section Three: EcoCal Launch and Marketing	
3.1 EcoCal launch -----	14
3.2 EcoCal distribution -----	14
3.3 Next steps -----	14
3.4 Conclusions -----	15

Appendix: Eco-Cal Program (hard copy and Floppy disk)

R&D Technical Report E46

Green household index - The Eco-Cal

Executive Summary

In July 1996, Going for Green approached the Environment Agency with the idea of developing a tool for householders to measure their environmental impacts. In October 1996, the Environment Agency agreed to share the costs of research and development, allocating a sum of £50,000 to the project.

Two consultancy teams were commissioned to work on the project, CAG Consultants to develop the use of ecological footprinting and its application to household activities. UserData and Pulsar International (now Best Foot Forward) were commissioned to represent this work in a way that would be meaningful and attractive to the public. Both the Eco-calorie assumptions (CAG Consultants) and market testing results (UserData and Pulsar International) are presented separately in the R&D Project Record E2/007/1.

Formulae were developed that would take each household activity, quantify its associated environmental impacts, then for each impact, calculate its ecological footprint.

Best Foot Forward began work in January 1997 on producing questions which would be straight forward to answer, yet supply the household details required by the algorithms to calculate the EcoCal score.

The first versions of EcoCal (computer) and EcoCal (paper) were available at the end of April 1997 and a month of market testing was arranged for both products during May 1997.

A summary of the results of testing include:

- . more than 74% found the EcoCal on computer easy to use;
- . 50% found the paper EcoCal easy, a further 35% found it neither easy nor difficult;
- . 83% expressed satisfaction with EcoCal on computer;
- . 73% were satisfied with EcoCal on paper;
- . After using either product there was an increase in those "concerned" about the environment;

Following the feedback from market testing, around fifty changes to the products were commissioned. Key changes to the computer EcoCal were on improving the installation procedure, providing a more detailed help page and re-designing the movement between question pages.

Because of the extensive revisions made to the computer version of EcoCal, this product underwent a wide period of acceptance testing before launch.

EcoCal was launched at the Regents College Conference Centre in London on Wednesday 22 October by Michael Meacher MP. Simultaneous launches were held at other venues across England and Wales.

Substantial national media coverage was obtained with broadcasts on the day on Radio 5 live, ITN Lunchtime News, the World Service, BBC Radio One, Channel 4 and Channel 5 Evening News and a prominent piece in the Daily Mirror the following day. The regional launches also generated a large amount of local publicity.

Members of the public were invited to phone 0345 00 21 00 for a free copy of EcoCal. In the first two days following launch, this number received nearly one thousand calls.

The development and launch of EcoCal has been a highly successful product of partnership between Going for Green and the Environment Agency. When launching EcoCal, Mr Meacher recognised this, saying: "The UK is once again leading the way in translating sustainable development into practical steps for people".

Going for Green wishes to record its thanks to the Environment Agency for supporting the research and development costs for EcoCal. Without the Agency's financial and other input into the project, this success would not have been achieved.

KEYWORDS

**Household Scoring Index Eco-calorie EcoCal Impact Environment
Footprint Energy Transport Water Waste Shopping**

Green household index - The Eco-Cal

Section One: Introduction

1.1 EcoCal project aims

The aim of the project was to research and develop a single unit of measurement to assess all household environmental impacts. This unit was named an “eco-calorie” and the method of its calculation by households: EcoCal.

Key objectives were that the methodology should be based on sound science and the unit developed should be easy to understand and to use. It was intended to develop EcoCal as a tool to provide personalised information about household environmental impacts and to encourage individual behaviour and lifestyle change.

Although some work had been carried out by the Dutch government in this field, EcoCal was thought to be unique in Europe and as far as it was known, the world, being the first attempt to produce a scientifically valid, single measure of a household’s environmental impacts.

1.2 Project background

Research and development of EcoCal was based on the findings of a feasibility study carried out by Going for Green and CAG Consultants at the end of 1995. A report of this study was presented in February 1996.

The report discussed whether a single measure was possible in principle; summarised several approaches to environmental measurement and discussed their relevance to the proposed eco-calorie. The report concluded that ecological footprinting would be the recommended basis for future work and proposed a framework for designing an appropriate unit of measurement. The report also highlighted the need to ensure that a range of organisations were involved in an advisory group to help scrutinise the methodology and the need to find an engaging and simple form of presentation to the public.

1.3 Involvement of the Environment Agency

Going for Green sought a partner with which to progress this project through the stages of research and development to marketing. In July 1996, Going for Green approached the Environment Agency with the idea of developing a tool for householders to measure their environmental impacts. In October 1996, the Environment Agency agreed to share the costs of

research and development, allocating a sum of £50,000 to the project.

This project was considered particularly suited to the Environment Agency's work because:

- individual action in support of sustainable development should start at home;
- EcoCal would be one of the most important methods of people assessing their own impacts in a standardised way;
- there was no such product in existence, either in the UK or elsewhere and yet there was clearly a need for such a measure;
- the project would form a valuable contribution the Agency's role to promote a personal commitment to the environment and individual contribution to sustainable development;
- it would provide an excellent opportunity for the Agency to promote its message and itself.

Section Two: Research and Development

2.1 Project Team

Two consultancy teams were commissioned to work on the project, CAG Consultants to develop the use of ecological footprinting and its application to household activities. UserData and Pulsar International (now Best Foot Forward) were commissioned to represent this work in a way that would be meaningful and attractive to the public.

2.2 Reference Group

In order to advise over the development of the algorithms, a Reference Group was established and met twice, in November 1996 and February 1997. The Reference Group comprised: Environment Agency, Going for Green, Friends of the Earth, New Economics Foundation, University of Buckingham, London School of Economics, CAG Consultants, Best Foot Forward.

At each meeting the work to date was reviewed. The Group confirmed its support for the approach taken and offered advice over alternative data sources and relevant additional material. In this way, the scientific validity underpinning EcoCal was assured and maintained.

2.3 Development of algorithms

Formulae were developed that would take each household activity, quantify its associated environmental impacts, then for each impact, calculate its ecological footprint.

Household activity was divided into seven areas:

- transport;
- energy;
- water use;
- shopping;
- house and garden;
- waste;
- community action.

For each of these activity areas, the potential to contribute to a key set of environmental impacts was considered. This range of impacts was:

- global warming;
- acidification;
- eutrophication;
- summer smog;
- water resource depletion;
- land for biomass or biodiversity reserve;
- degraded or built-up land.

2.3.1 Calculation of EcoCal score

The score is calculated as follows:

$$\text{Impact formula} \quad \text{Footprint calculation} \quad \times 0.01$$

The steps are explained in further detail below.

2.3.2 Impact Formulae

Taking as an example, global warming impact of household car use. EcoCal asks the user for details of miles travelled and fuel efficiency of vehicle. This information is used to calculate the global warming impact via the impact formula as follows:

Fuel used = miles x fuel efficiency

Global warming potential = fuel used x (tonnes CO₂ per tonne fuel) x (litres of fuel per tonne fuel) / (embodied energy in car and road maintenance)

Thus household answers on car use are quantified in terms of the global warming impact unit of tonnes of carbon dioxide. An ecological footprint calculation is then applied to derive the equivalent land area.

2.3.3 Footprint calculations

Ecological footprinting measures the area of land needed to support the resources used by an activity or the land area needed to accommodate or compensate for its wastes. The calculations used in EcoCal are as follows:

Global warming

Based on the rate of accumulation of carbon dioxide per hectare of forest per year, the footprint calculation is 0.152 hectares per tonne of carbon dioxide.

Acidification

Based on the loss of biomass yield in UK land area which has exceeded critical load for acidification, the footprint calculation is 0.15 hectares per tonne of sulphur dioxide.

Summer smog

Based on loss of biomass yield from tropospheric ozone and the contribution of chemical precursors to ozone formation, the footprint calculation is 0.075 hectares per tonne of ozone-contributing pollutant.

Water resource depletion

Based on the reduction in land productivity caused by diverting water use away from agriculture, the footprint calculation is 0.0003 hectares per cubic metre of water.

Degraded or built-up land

Based on the assumption that built-up land has no ecological value, the footprint calculation is 1 hectare per hectare of degraded land.

Eutrophication

Based on the loss of biodiversity in freshwater sensitive to eutrophication, the footprint calculation is 0.00038 hectares per kilogramme of phosphate.

2.3.4 Eco-calorie calculation

There is a direct relationship of 100:1 between hectares of land and eco-calories.

More complete detail of the methodology used in preparing EcoCal is given in the attached report by CAG Consultants, entitled: "Eco-Calorie Assumptions".

2.4 Development of the Questionnaires

Best Foot Forward began work in January 1997 on producing questions which would be straight forward to answer, yet supply the household details required by the algorithms to calculate the EcoCal score.

2.4.1 Basis of Questionnaire

Two presentations of the questions were required, on paper and on computer. Formal acceptance criteria were as follows:

For the paper based EcoCal:

- simple, fun and quick to use
- awareness raising
- an information provider
- an aid to decision making
- an incentive to change behaviour

For the computer based EcoCal:

Target hardware:

- IBM PC compatible
- 486 DX66 Processor (or higher)
- 8MB RAM (or higher)
- Hard disc with access speed less than 20ms
- More than 5MB free hard disk space
- 3.5" floppy disk drive

Target software:

- Microsoft Windows version 3.1 (or higher) and Windows '95

Performance

- Maximum time to banner window: 6 seconds
- Maximum time to first data window: 15 seconds
- Maximum screen transfer time: 3 seconds

Usability

- Time for robot user to complete all data entry: 5 minutes
- Average time for target user to complete: 3.5 x robot time
- Success rate amongst target user group (first attempt): 85%
- Users satisfied with “ease of use” of software after first trial: 75%

Reliability

- Zero tolerance of software crashes
- Any other errors to be fixed under terms of agreement: one year warranty

2.4.2 Additional Information

Key aims of EcoCal were to motivate environmental action and to enable households to target such action towards their areas of highest impact. In addition to the questionnaire producing a household EcoCal score, additional information designed to motivate action was included.

This additional information comprised:

- hints and tips for reducing a household’s EcoCal score in each activity area;
- fascinating facts about each household activity area and its impacts on the environment;
- details of local and national organisations providing further advice and information in each activity area;
- information about the health effects relevant to each activity area.

2.4.3 Interpreting the EcoCal score

As well as giving an absolute score, it was considered important to enable households to interpret that score in terms of how their performance compared against other similar households. This required the collection of nationally available data on lifestyles.

The paper based EcoCal has graphs showing the number of people in a household against EcoCal score for each activity area and for a household’s total score. The graphs are divided into three sections labelled green, amber and red.

The computer EcoCal represents comparative data in the form of dials divided into red, amber and green zones. A needle moves up the dial from green to red as a household score increases.

In both the paper and computer versions, leaflet and help pages describe a score in the green as a household performing better than most similar households, a score in the amber as about the same as other similar households, and a score in the red meaning that the user is worse than most similar households.

2.4.4 Transition Points

The upper and lower transitional points on the dials and graphs are generally based on assessment of how far people are likely to reduce or increase impacts from published household or individual mean values.

For example in waste, it is assumed that the lower transitional household recycles about half the volume of the recyclables which are most commonly and easily collected (paper and glass) and is not making any significant waste reduction through active “green purchasing”. The higher transitional household is based on a zero recycling rate and purchasing behaviour resulting in a high proportion of disposables and unused items discarded as waste.

2.5 Market Testing

The first versions of EcoCal (computer) and EcoCal (paper) were available at the end of April 1997 and a month of market testing was arranged for both products during May 1997.

A representative cross section of households were selected for the market testing as follows:

- 30 households in three communities in Huntingdonshire;
- 20 households in two communities near Stirling;
- 20 households in two communities in Lancashire;
- 1,000 households drawn from Sedgefield, Merton, Merthyr Tydfil, Antrim and Great Barr and Cheadle Hulme schools.

2.5.1 Market Testing Results

A summary of the results of testing include:

- more than 74% found the EcoCal on computer easy to use;
- 50% found the paper EcoCal easy, a further 35% found it neither easy nor difficult;
- 83% expressed satisfaction with EcoCal on computer;
- 73% were satisfied with EcoCal on paper;
- After using either product there was an increase in those “concerned” about the environment;
- There was also an increase in people intending to take more environmental action;
- Use of EcoCal will result in information sought being more closely targeted towards need.

Given below is a summary of the main comments made by those households taking part in the market testing of both versions of the EcoCal questionnaire.

- EcoCal on computer was fun to do and easy to use
- Users were keen to have direct entry of answers
- The dials were not prominent enough and sometimes not seen to be changing
- Users often failed to find the extra pages of questions, the tab buttons were not recognised as page turners
- EcoCal on paper appeared a little complicated at first, but was fine once one was “in the swing”
- Problems were experienced with conversion between imperial and metric units
- Use of decimal places were found to be complicated and many people were unfamiliar with using a calculator
- People had difficulty finding their score on the graph scale

Main comments on the topic areas were:

- *Transport*: a strong desire to be able to differentiate between business and pleasure mileage
- *Energy*: many households did not find their gas or electricity bills easy to read
- *Water*: for houses that are metered, an option for direct entry of total use was requested
- *Shopping*: households found the origins of their food very hard to know
- *House and Garden*: many users were uncomfortable about being penalised for having a large garden
- *Waste*: information about where to recycle things locally was asked for

2.5.2 Product Revision

Following the feedback from market testing, around fifty changes to the products were commissioned. Key changes to the computer EcoCal were on improving the installation procedure, providing a more detailed help page and re-designing the movement between question pages.

It was considered that EcoCal (computer) was more easily used than the paper version by the public without support and the two should be marketed separately. The computer version to be aimed at households and the paper version at community and voluntary groups where help would be on hand with completing the questions and undertaking the calculations.

A complete redesign of the paper version of EcoCal was requested to enable users to see the calculations vertically down the page, by removing all use of decimals from the calculations and by incorporating the questionnaire with the supporting information to encourage users to take advantage of the additional information provided while completing the questionnaire. Simplifying interpretation of scores was also achieved by improving presentation of the graphs and providing worked examples.

Full details of the results of market testing and the changes are provided in the attached report "EcoCal Market Testing Results".

2.6 Pre-release Version Acceptance Testing

Because of the extensive revisions made to the computer version of EcoCal, this product underwent a wide period of acceptance testing before launch.

During the first week of September 1997, a total of forty people were involved in testing. The users were drawn from Going for Green sustainable communities project officers, regional officers and TBG staff based at the head office in Wigan. A key part of this acceptance testing rested on trialling the new installation procedure on a wide range of age and makes of machine.

Installation proved successful on all machines. However in response to user feedback, the leaflet accompanying the disks was re-designed to include a sentence on how to close down and re-open a toolbar and to give the system requirements information for running EcoCal: an IBM-compatible machine with 486 processor, 8MB RAM and 5MB free hard disk space.

Despite the improvement in help information provided following the previous period of market testing, users still did not read the leaflet, look at the help screen or use the (?) buttons. Also, people still did not see the dials, even the new one placed prominently at the top of the page.

There was also confusion over what the score meant and "what it was out of". The improvements made to moving from one page of questions to another gave rise to new issues for users. Once used to pressing "next page" to move around the screen, users did not find it easy to go to the next topic questions on finishing each section.

In response to these findings, a simple welcome page was commissioned, giving essential information to the user. The page explained that EcoCal is used to find the environmental impact of a household and introduced the concept of eco-calories. A moving dial was shown with an explanation of how to interpret a score.

Linking all pages together meant that a user was given maximum flexibility to move through the program by pressing the next page button, a topic icon, a topic dial or the page tabs at the top of the screen.

2.7 Final Release Versions of EcoCal

Final release versions of EcoCal (computer) and EcoCal (paper) are enclosed with this pack.

Section Three: EcoCal Launch and Marketing

3.1 EcoCal Launch

EcoCal was launched at the Regents College Conference Centre in London on Wednesday 22 October by Michael Meacher MP. Simultaneous launches were held at other venues across England and Wales, with Bellway Homes hosting events at their show-homes in Cramlington, Bolton, Bournemouth, Redditch, Leicester and Colchester. In Wales, EcoCal was launched at the Environment Centre, Swansea.

Substantial national media coverage was obtained with broadcasts on the day on Radio 5 live, ITN Lunchtime News, the World Service, BBC Radio One, Channel 4 and Channel 5 Evening News and a prominent piece in the Daily Mirror the following day.

The regional launches also generated a large amount of local publicity. EcoCal was featured on BBC GMR Talk, Radio Wales (Good Morning Wales), Radio Wave News, Channel 3 North East News, BBC Lancashire, Swansea Sound News, Touch AM News, 1170 AM News, Swansea Sound NewsWatch, Great Yorkshire Gold News, Pulse FM News, BBC Radio Essex This Morning, Signal Cheshire News, BBC Radio Essex Lunchtime News and BBC Stoke (Stoke Tonight).

3.2 EcoCal Distribution

Members of the public were invited to phone 0345 00 21 00 for a free copy of EcoCal. In the first two days following launch, this number received nearly one thousand calls.

To ensure that key bodies are aware of EcoCal, distribution is also being arranged by direct mail to principal civil servants, the UK Round Table and Panel on Sustainable Development, local authorities, the major environmental and consumer organisations, Eco-Schools, utilities companies and MPs.

3.3 Next Steps

It is intended that 100,000 copies of EcoCal will be distributed to households by the year 2000. It is vital to Going for Green that feedback is received from the users of EcoCal in order to help develop our understanding of who is using the program, their typical impacts at the start, the actions they are willing to adopt in response and how their impacts (and score) are reduced.

To help achieve this, Going for Green is seeking funding for a project ("Lifestyle 2000") to follow 2000 families using EcoCal over a period of 2 years.

EcoCal will need to be updated following feedback from mass public use of the program and it would be our intention to seek funding to make a version of EcoCal on CD ROM to allow greater interaction and use of visual and audio stimuli.

3.4 Conclusions

The development and launch of EcoCal has been a highly successful product of partnership between Going for Green and the Environment Agency. When launching EcoCal, Mr Meacher recognised this, saying: “The UK is once again leading the way in translating sustainable development into practical steps for people”.

Mr Meacher urged all households in the UK to use EcoCal saying it is “the most powerful tool yet for exploring your own actions and the way in which they impact upon the environment”. Mr Meacher went on to commend EcoCal to employers (his own staff within the Department of environment, Transport and the Regions are being circulated with a copy and encouraged to use it). Mr Meacher also commended EcoCal to local authorities for use in the local agenda 21 programmes, for community groups looking for ways to promote community led sustainable development and for educational establishments looking for innovative ways to raise awareness and encourage environmental action by young people.

Early indications following the launch suggest that people are enthusiastically responding to this call to use EcoCal.

Going for Green wishes to record its thanks to the Environment Agency for supporting the research and development costs for EcoCal. Without the Agency’s financial and other input into the project, this success would not have been achieved.

Appendix: Eco-Cal Program
(hard copy and Floppy disk)

Directory of National Contacts

Organisation	Address	Telephone and Fax
Aluminium Can Recycling Association (ACRA)	5 Gatsby Court 176 Holliday Street Birmingham B1 1TJ	Tel: 0121 633 4656 Fax: 0121 633 4698
Association for the Conservation of Energy (ACE)	Westgate House Prebend Street London N1 8PT	Tel: 0171 359 8000 Fax: 0171 359 0853
Association for Environment Conscious Building	Nant-y-Gareg Farm Saron, Llandysul Carmarthenshire SA44 5EJ	Tel: 01559 370908 Fax: 01559 370908
Aviation Environment Federation	Sir John Lyon House 5 High Timber Street London EC4V 3NS	Tel: 0171 329 8159 Fax: 0171 329 8160
Bag-it-and-Bin-it Campaign Water Services Association	1 Queen Anne's Gate London SW1H 9BT	Tel: 0171 957 4567 Fax: 0171 957 4666
British Trust for Conservation Volunteers (BTCV)	36 St Mary's Street Wallingford Oxfordshire OX10 0EU	Tel: 01491 839766 Fax: 01491 839646
Building Research Establishment	Bucknalls Lane, Garston Watford WD2 7JR	Tel: 01923 894 040 Fax: 01923 664 010
British Glass	Northumberland Road Sheffield, South Yorkshire S10 2UA	Tel: 0114 268 6201 Fax: 0114 268 1073
Centre for Alternative Technology	Llwyngwern Quarry, Machynlleth Powys SY20 9AZ	Tel: 01654 702400 Fax: 01654 702782
Common Ground	Seven Dials Warehouse 44 Earlham Street London WC2H 9LA	Tel: 0171 379 3109 Fax: 0171 836 5741
Council for the Protection of Rural England (CPRE)	Warwick House 25 Buckingham Palace Road London SW1W 0PP	Tel: 0171 976 6433 Fax: 0171 976 6373
Cyclists Touring Club	Cotterell House 69 Meadow, Godalming Surrey GU7 3HS	Tel: 01483 417217 Fax: 01483 426 994 E-mail: cycling@ctc.org.uk
Ecological Trading Company	659 Newark Rd Lincoln, LN6 8SA	Tel: 01522 501850 Fax: 01522 501841
Energy Technology Support Unit (ETSU)	Building 168 Harwell Laboratory Oxfordshire OX11 0RA	Tel: 01235 432450 Fax: 01235 432662
The Environment Agency		General Enquiries Hotline: 0800 80 70 60 Emergency Hotline: 0645 333 111
Environmental Transport Association	10 Church Street Heath Road, Weybridge KT13 8RS	Tel: 01932 828882 Fax: 01932 829015
The Fairtrade Foundation	7th Floor, Regent House London WC2B 6RH	Tel: 0171 405 5942 Fax: 0171 405 5943 E-mail: fairtrade@gn.apc.org
Friends of the Earth	26-28 Underwood Street London N1 7JQ	Tel: 0171 490 1555 Fax: 0171 490 0881 Website - http://www.foe.co.uk
Global Action Plan UK	8 Fulwood Place, Grays Inn, London WC1V 6HG	Tel: 0171 405 5633 Fax: 0171 404 3432
The Groundwork Foundation	85-87 Cornwall Street Birmingham B3 3BY	Tel: 0121 236 8565 Fax: 0121 236 7356
Henry Doubleday Research Association	Ryton Organic Gardens Ryton-on-Dunsmore Coventry CV8 3LG	Tel: 01203 303517 Fax: 01203 639229
Marine Conservation Society	9 Gloucester Road Ross on Wye Herefordshire HR9 5BU	Tel: 01989 566017 Fax: 01989 567815

Directory of National Contacts

National Council for Voluntary Organisations	Regent's Wharf 8 All Saints Street London N1 9RL	Tel: 0171 713 6161 Fax: 0171 713 6300
National Energy Foundation	3 Benbow Court Shenley Church End Milton Keynes MK5 6JG	Tel: 01908 501908 Fax: 01908 504848
National Society for Clean Air and Environmental Protection	136 North Street Brighton BN1 1RG	Tel: 01273 326313 Fax: 01273 735802
New Consumer Charitable Trust	52 Elswick Road Newcastle upon Tyne NE4 6JH	Tel: 0191 272 2364 Fax: 0191 272 1615
Neighbourhood Energy Action	St Andrews House 90-92 Pilgrim Street Newcastle Upon Tyne NE1 6SG	Tel: 0191 261 5677 Fax: 0191 261 6496
The Oil Bank Line		Tel: 0800 66 33 66
Out of This World	52 Elswick Road Newcastle upon Tyne NE4 6JH	Tel: 0191 272 1601 Fax: 0191 272 1615
Pedestrians Association	126 Aldersgate Street London EC1A 4JQ	Tel: 0171 490 0750 Fax: 0171 608 0353
RECOUP (Recycling of Used Plastic Containers)	9 Metro Centre Welbeck Way, Woodston Peterborough, PE2 7WH	Tel: 01733 390021 Fax: 01733 390031
Royal Society for the Protection of Birds (RSPB)	The Lodge, Sandy Bedfordshire SG19 2DL	Tel: 01767 680551 Fax: 01767 692365
Soil Association	86-88 Colston Street Bristol BS1 5BB	Tel: 0117 929 0661 Fax: 0117 929 2504
Steel Can Recycling Information Bureau	69 Monmouth Street London WC2H 9DG	Tel: 0171 379 1306 Fax: 0171 379 1307
Sustrans	35 King Street Bristol BS1 4DZ	Tel: 0117 926 8893 Fax: 0117 929 4173 Website - http://www.sustrans.org.uk Information Line: 0117 929 0888
Surfers Against Sewage	The Old Count House Warehouse, Whealkitty St Agnes Cornwall TR5 0RE	Tel: 01872 553001 Fax: 01872 552615
Sustainable Agriculture Food and Environment (SAFE) Alliance	38 Ebury Street London SW1W 0LU	Tel: 0171 823 5660 Fax: 0171 823 5673
Tidy Britain Group	The Pier Wigan WN3 4EX	Tel: 01942 824620 Fax: 01942 824778
Transport 2000	Walkden House 10 Melton Street London NW1 2EJ	Tel: 0171 388 8386 Fax: 0171 388 2481
UK Eco-Labeling Board	7th Floor Eastbury House 30-34 Albert Embankment London SE1 7TL	Tel: 0171 820 1199 Fax: 0171 820 1104
Waste Watch and National Recycling Forum	Gresham House 24 Holborn Viaduct London EC1A 2BN	Wasteline: 0171 248 0242 (for general recycling enquiries) Fax: 0171 248 1404
The Wildfowl & Wetlands Trust	Slimbridge Glos GL2 7BT	Tel: 01453 890333 Fax: 01453 890827
The Wildlife Trusts	The Green Witham Park Lincolnshire LN5 7JR	Tel: 01522 544400 Fax: 01522 511616
Women's Environment Network	87 Worship Street London EC2A 4EB	Tel: 0171 247 3327 Fax: 0171 247 4740
World Wide Fund for Nature (WWF) UK	Panda House Weyside Park Godalming, Surrey GU7 1XR	Tel: 01483 426444 Fax: 01483 426409

Organisations with Local Groups

Association for the Protection of Rural Scotland Gladstone's Land, 3rd Floor, 483 Lawnmarket EdinburghEH1 2NT	Tel: 0131 225 7012/3 Fax: 0131 225 6592	Works to protect Scotland's countryside from unnecessary or inappropriate development.
Campaign for the Protection of Rural Wales Ty Gwyn, 31 High Street Welshpool, Powys SY21 7JP	Tel: 01938 552525 Fax: 01938 552741	Campaigns to protect the countryside while encouraging sustainable forms of development.
Conservation Volunteers Northern Ireland 159 Ravenhill Road, Belfast BT6 0BP	Tel: 01232 645 169 Fax: 01232 644 409	Supports voluntary practical conservation projects throughout Northern Ireland.
Council for the Protection of Rural England Warwick House 25 Buckingham Palace Road London SW1W 0PP	Tel: 0171 976 6433 Fax: 0171 976 6373	A national charity that helps people to protect their local countryside.
Department of the Environment Northern Ireland Clarence Court, 10-18 Adelaide Street, Belfast BT2 8GB	Tel: 01232 540540 Fax: 01232 540021	Responsible for a wide range of functions within Northern Ireland.
The Environment Agency Rivers House, Waterside Drive Aztec West, Almondsbury, Bristol BS12 4UD	Tel: 0645 333 111	The Government agency responsible for protecting and improving the air, land and water environment of England and Wales.
Friends of the Earth 26-28 Underwood Street LondonN1 7JQ	Tel: 0171 490 1555 Fax: 0171 490 0881	National environmental lobbying group campaigning on a wide range of issues including pollution, transport, energy, waste and wildlife.
Friends of the Earth Cymru 33 The Balcony Castle Arcade, Cardiff CF1 2BY	Tel: 01222 229577 Fax: 01222 228775	
Friends of the Earth Northern Ireland Bradbury Buildings, 56 Bradbury Place, Belfast BT7 1RU	Tel: 01232 311 555 Fax: 01232 313 322	
Friends of the Earth Scotland Bonnington Mill 72 Newhaven Road, Edinburgh EH6 5QG	Tel: 0131 554 9977 Fax: 0131 554 8656	
Local Energy Advice Centres	Tel: 0345 86 86 86	
Scottish Council for Voluntary Organisations 18/19 Claremont Crescent Edinburgh EH7 4QD	Tel: 0131 556 3882 Fax: 0131 556 0279	Central body for voluntary groups in Scotland.
The Scottish Environment Protection Agency Erskine Court, The Castle Business Park Stirling FK9 4JR	Tel: 01786 461407	
The Scottish Wildlife Trust (SWT) Cramond House Kirk Cramond, Cramond Glebe Road Edinburgh EH4 6NS	Tel: 0131 312 7765 Fax: 0131 312 8705	Leading voluntary body conserving all forms of Scotland's wildlife and its habitats.
Tidy Britain Group Regional Offices The Pier Wigan WN3 4EX	Tel: 01942 824620 Fax: 01942 824778	The national anti-litter organisation, campaigns for the improvement of local environments.
Transport 2000 Walkden House 10 Melton Street, London NW1 2EJ	Tel: 0171 388 8386 Fax: 0171 388 2481	Campaigns for environmentally sound and socially responsible transport policies.
Ulster Society for the Preservation of the Countryside 2A Windsor Road, Belfast BT9 7FQ	Tel: 01232 381304	Concerned with safeguarding the amenities of Northern Ireland and enhancing their beauty for our own and future generations.
The Ulster Wildlife Trust 3 New Line, Crossgar, Co. Down BT30 9EP	Tel: 01396 830282 Fax: 01396 830888	
The Wildlife Trusts The Green, Witham Park Lincolnshire LN5 7JR	Tel: 01522 544400 Fax: 01522 511616	The national co-ordinating body for local wildlife trusts.
World Wide Fund for Nature (WWF) UK Panda House, Weyside Park Godalming, Surrey, GU7 1XR	Tel: 01483 426444 Fax: 01483 426409	International nature conservation organisation working for wildlife, their habitats and the environment.

Directory of National Contacts

Organisation	Address	Telephone and Fax
Aluminium Can Recycling Association (ACRA)	5 Gatsby Court 176 Holliday Street Birmingham B1 1TJ	Tel: 0121 633 4656 Fax: 0121 633 4698
Association for the Conservation of Energy (ACE)	Westgate House Prebend Street London N1 8PT	Tel: 0171 359 8000 Fax: 0171 359 0853
Association for Environment Conscious Building	Nant-y-Gareg Farm Saron, Llandysul Carmarthenshire SA44 5EJ	Tel: 01559 370908 Fax: 01559 370908
Aviation Environment Federation	Sir John Lyon House 5 High Timber Street London EC4V 3NS	Tel: 0171 329 8159 Fax: 0171 329 8160
Bag-it-and-Bin-it Campaign Water Services Association	1 Queen Anne's Gate London SW1H 9BT	Tel: 0171 957 4567 Fax: 0171 957 4666
British Trust for Conservation Volunteers (BTCV)	36 St Mary's Street Wallingford Oxfordshire OX10 0EU	Tel: 01491 839766 Fax: 01491 839646
Building Research Establishment	Bucknalls Lane, Garston Watford WD2 7JR	Tel: 01923 894 040 Fax: 01923 664 010
British Glass	Northumberland Road Sheffield, South Yorkshire S10 2UA	Tel: 0114 268 6201 Fax: 0114 268 1073
Centre for Alternative Technology	Llwyngwern Quarry, Machynlleth Powys SY20 9AZ	Tel: 01654 702400 Fax: 01654 702782
Common Ground	Seven Dials Warehouse 44 Earlham Street London WC2H 9LA	Tel: 0171 379 3109 Fax: 0171 836 5741
Council for the Protection of Rural England (CPRE)	Warwick House 25 Buckingham Palace Road London SW1W 0PP	Tel: 0171 976 6433 Fax: 0171 976 6373
Cyclists Touring Club	Cotterell House 69 Meadrow, Godalming Surrey GU7 3HS	Tel: 01483 417217 Fax: 01483 426 994 E-mail: cycling@ctc.org.uk
Ecological Trading Company	659 Newark Rd Lincoln, LN6 8SA	Tel: 01522 501850 Fax: 01522 501841
Energy Technology Support Unit (ETSU)	Building 168 Harwell Laboratory Oxfordshire OX11 0RA	Tel: 01235 432450 Fax: 01235 432662
The Environment Agency		General Enquiries Hotline: 0800 80 70 60 Emergency Hotline: 0645 333 111
Environmental Transport Association	10 Church Street Heath Road, Weybridge KT13 8RS	Tel: 01932 828882 Fax: 01932 829015
The Fairtrade Foundation	7th Floor, Regent House London WC2B 6RH	Tel: 0171 405 5942 Fax: 0171 405 5943 E-mail: fairtrade@gn.apc.org
Friends of the Earth	26-28 Underwood Street London N1 7JQ	Tel: 0171 490 1555 Fax: 0171 490 0881 Website - http://www.foe.co.uk
Global Action Plan UK	8 Fulwood Place, Grays Inn, London WC1V 6HG	Tel: 0171 405 5633 Fax: 0171 404 3432
The Groundwork Foundation	85-87 Cornwall Street Birmingham B3 3BY	Tel: 0121 236 8565 Fax: 0121 236 7356
Henry Doubleday Research Association	Ryton Organic Gardens Ryton-on-Dunsmore Coventry CV8 3LG	Tel: 01203 303517 Fax: 01203 639229
Marine Conservation Society	9 Gloucester Road Ross on Wye Herefordshire HR9 5BU	Tel: 01989 566017 Fax: 01989 567815

Directory of National Contacts

National Council for Voluntary Organisations	Regent's Wharf 8 All Saints Street London N1 9RL	Tel: 0171 713 6161 Fax: 0171 713 6300
National Energy Foundation	3 Benbow Court Shenley Church End Milton Keynes MK5 6JG	Tel: 01908 501908 Fax: 01908 504848
National Society for Clean Air and Environmental Protection	136 North Street Brighton BN1 1RG	Tel: 01273 326313 Fax: 01273 735802
New Consumer Charitable Trust	52 Elswick Road Newcastle upon Tyne NE4 6JH	Tel: 0191 272 2364 Fax: 0191 272 1615
Neighbourhood Energy Action	St Andrews House 90-92 Pilgrim Street Newcastle Upon Tyne NE1 6SG	Tel: 0191 261 5677 Fax: 0191 261 6496
The Oil Bank Line		Tel: 0800 66 33 66
Out of This World	52 Elswick Road Newcastle upon Tyne NE4 6JH	Tel: 0191 272 1601 Fax: 0191 272 1615
Pedestrians Association	126 Aldersgate Street London EC1A 4JQ	Tel: 0171 490 0750 Fax: 0171 608 0353
RECOUP (Recycling of Used Plastic Containers)	9 Metro Centre Welbeck Way, Woodston Peterborough, PE2 7WH	Tel: 01733 390021 Fax: 01733 390031
Royal Society for the Protection of Birds (RSPB)	The Lodge, Sandy Bedfordshire SG19 2DL	Tel: 01767 680551 Fax: 01767 692365
Soil Association	86-88 Colston Street Bristol BS1 5BB	Tel: 0117 929 0661 Fax: 0117 929 2504
Steel Can Recycling Information Bureau	69 Monmouth Street London WC2H 9DG	Tel: 0171 379 1306 Fax: 0171 379 1307
Sustrans	35 King Street Bristol BS1 4DZ	Tel: 0117 926 8893 Fax: 0117 929 4173 Website - http://www.sustrans.org.uk Information Line: 0117 929 0888
Surfers Against Sewage	The Old Count House Warehouse, Whealkitty St Agnes Cornwall TR5 0RE	Tel: 01872 553001 Fax: 01872 552615
Sustainable Agriculture Food and Environment (SAFE) Alliance	38 Ebury Street London SW1W 0LU	Tel 0171 823 5660 Fax: 0171 823 5673
Tidy Britain Group	The Pier Wigan WN3 4EX	Tel: 01942 824620 Fax: 01942 824778
Transport 2000	Walkden House 10 Melton Street London NW1 2EJ	Tel: 0171 388 8386 Fax: 0171 388 2481
UK Eco-Labeling Board	7th Floor Eastbury House 30-34 Albert Embankment London SE1 7TL	Tel: 0171 820 1199 Fax: 0171 820 1104
Waste Watch and National Recycling Forum	Gresham House 24 Holborn Viaduct London EC1A 2BN	Wasteline: 0171 248 0242 (for general recycling enquiries) Fax: 0171 248 1404
The Wildfowl & Wetlands Trust	Slimbridge Glos GL2 7BT	Tel: 01453 890333 Fax: 01453 890827
The Wildlife Trusts	The Green Witham Park Lincolnshire LN5 7JR	Tel: 01522 544400 Fax: 01522 511616
Women's Environment Network	87 Worship Street London EC2A 4EB	Tel: 0171 247 3327 Fax: 0171 247 4740
World Wide Fund for Nature (WWF) UK	Panda House Weyside Park Godalming, Surrey GU7 1XR	Tel: 01483 426444 Fax: 01483 426409

Organisations with Local Groups

Association for the Protection of Rural Scotland Gladstone's Land, 3rd Floor, 483 Lawnmarket Edinburgh EH1 2NT	Tel: 0131 225 7012/3 Fax: 0131 225 6592	Works to protect Scotland's countryside from unnecessary or inappropriate development.
Campaign for the Protection of Rural Wales Ty Gwyn, 31 High Street Welshpool, Powys SY21 7JP	Tel: 01938 552525 Fax: 01938 552741	Campaigns to protect the countryside while encouraging sustainable forms of development.
Conservation Volunteers Northern Ireland 159 Ravenhill Road, Belfast BT6 0BP	Tel: 01232 645 169 Fax: 01232 644 409	Supports voluntary practical conservation projects throughout Northern Ireland.
Council for the Protection of Rural England Warwick House 25 Buckingham Palace Road London SW1W 0PP	Tel: 0171 976 6433 Fax: 0171 976 6373	A national charity that helps people to protect their local countryside.
Department of the Environment Northern Ireland Clarence Court, 10-18 Adelaide Street, Belfast BT2 8GB	Tel: 01232 540540 Fax: 01232 540021	Responsible for a wide range of functions within Northern Ireland.
The Environment Agency Rivers House, Waterside Drive Aztec West, Almondsbury, Bristol BS12 4UD	Tel: 0645 333 111	The Government agency responsible for protecting and improving the air, land and water environment of England and Wales.
Friends of the Earth 26-28 Underwood Street London N1 7JQ	Tel: 0171 490 1555 Fax: 0171 490 0881	National environmental lobbying group campaigning on a wide range of issues including pollution, transport, energy, waste and wildlife.
Friends of the Earth Cymru 33 The Balcony Castle Arcade, Cardiff CF1 2BY	Tel: 01222 229577 Fax: 01222 228775	
Friends of the Earth Northern Ireland Bradbury Buildings, 56 Bradbury Place, Belfast BT7 1RU	Tel: 01232 311 555 Fax: 01232 313 322	
Friends of the Earth Scotland Bonnington Mill 72 Newhaven Road, Edinburgh EH6 5QG	Tel: 0131 554 9977 Fax: 0131 554 8656	
Local Energy Advice Centres	Tel: 0345 86 86 86	
Scottish Council for Voluntary Organisations 18/19 Claremont Crescent Edinburgh EH7 4QD	Tel: 0131 556 3882 Fax: 0131 556 0279	Central body for voluntary groups in Scotland.
The Scottish Environment Protection Agency Erskine Court, The Castle Business Park Stirling FK9 4JR	Tel: 01786 461407	
The Scottish Wildlife Trust (SWT) Cramond House Kirk Cramond, Cramond Glebe Road Edinburgh EH4 6NS	Tel: 0131 312 7765 Fax: 0131 312 8705	Leading voluntary body conserving all forms of Scotland's wildlife and its habitats.
Tidy Britain Group Regional Offices The Pier Wigan WN3 4EX	Tel: 01942 824620 Fax: 01942 824778	The national anti-litter organisation, campaigns for the improvement of local environments.
Transport 2000 Walkden House 10 Melton Street, London NW1 2EJ	Tel: 0171 388 8386 Fax: 0171 388 2481	Campaigns for environmentally sound and socially responsible transport policies.
Ulster Society for the Preservation of the Countryside 2A Windsor Road, Belfast BT9 7FQ	Tel: 01232 381304	Concerned with safeguarding the amenities of Northern Ireland and enhancing their beauty for our own and future generations.
The Ulster Wildlife Trust 3 New Line, Crossgar, Co. Down BT30 9EP	Tel: 01396 830282 Fax: 01396 830888	
The Wildlife Trusts The Green, Witham Park Lincolnshire LN5 7JR	Tel: 01522 544400 Fax: 01522 511616	The national co-ordinating body for local wildlife trusts.
World Wide Fund for Nature (WWF) UK Panda House, Weyside Park Godalming, Surrey, GU7 1XR	Tel: 01483 426444 Fax: 01483 426409	International nature conservation organisation working for wildlife, their habitats and the environment.

