



Al Gore at WWF event in Turkey

World leaders rally to sustainable footprint goal

'A NEW VISION'

A global consensus is emerging around the need to reduce humanity's ecological footprint in order to tackle the key challenges of the 21st century – climate change, biodiversity loss, and global poverty.

World leaders, corporations and environmentalists gathered in Beijing on World Environment Day at WWF's Annual Conference in June. "The theme of our conference is Living Within One Planet, and never has the need to do so been greater," said WWF International President Chief Emeka Anyaoku.

One Planet Business – part of the One Planet Living joint initiative between WWF and BioRegional – was presented to

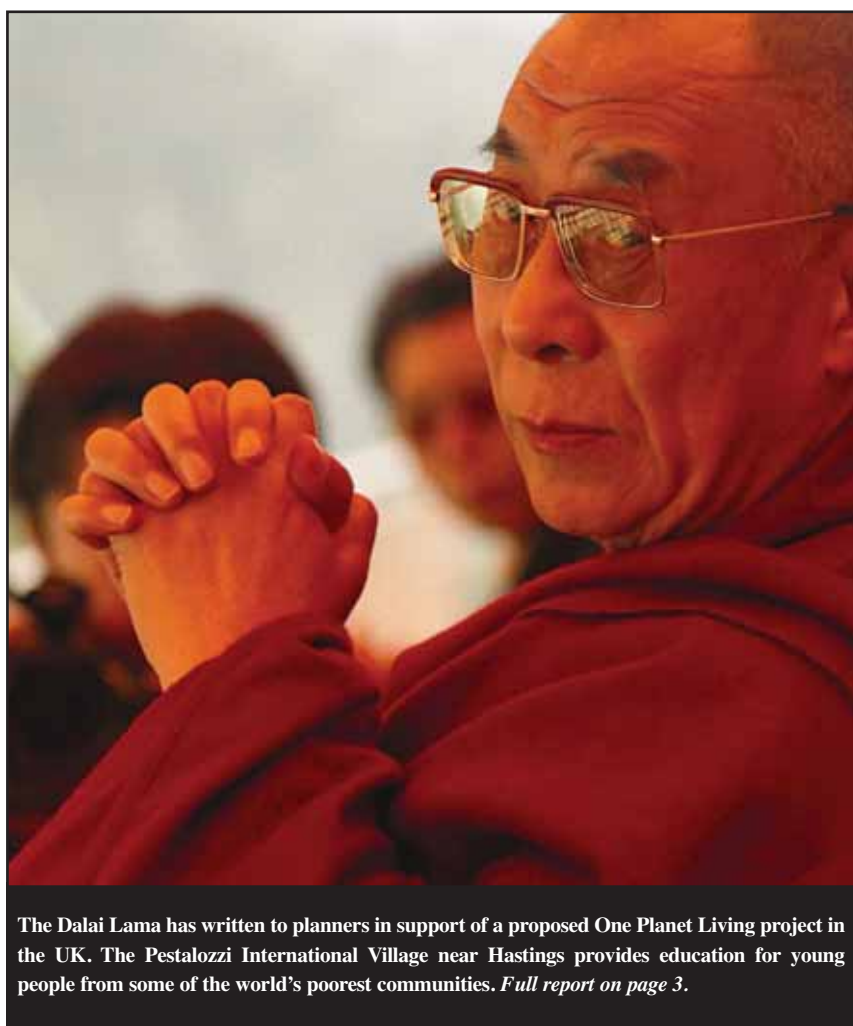


HE Chief Emeka ANYAOKU, President WWF International with former UN Secretary-General Kofi ANNAN

delegates. Over 30 leading players from the European transport sector are currently engaged in a multistakeholder process to identify the barriers and opportunities in moving towards a low-carbon transport sector, and to create transformation plans to help deliver this.

Outgoing UN Secretary-General Kofi Annan, who gave the conference's keynote speech, said: "All of us want to 'live within one planet', and to create a world of harmony among human beings, and between them and the natural environment on which life depends."

Al Gore, meanwhile, addressed a WWF gathering in Istanbul. WWF-Turkey is launching a new One Planet Living programme.



The Dalai Lama has written to planners in support of a proposed One Planet Living project in the UK. The Pestalozzi International Village near Hastings provides education for young people from some of the world's poorest communities. Full report on page 3.

The Greening of WWF



Jan van der Bremer reports on WWF-Netherlands' bid to become the first national organisation to have a 'One Planet Living' headquarters. WWF-Netherlands has recently renovated its office in Zeist, and is applying the One Planet

Living target and principles to the office and our work practices. One Planet Living is a much broader approach than other green accreditation systems. For example, 99 percent of the wood we used was FSC-certified, but this

does not take into account the transport involved. Having an emission-neutral office is one thing, but the impact of our behaviour in the canteen, through work travel and the waste we produce is quite another.

With climate change and sustainable lifestyle becoming WWF's major campaigning

themes, this is an opportunity to demonstrate that WWF is "walking the talk". We want our office to be both a showcase and a learning site. The One Planet Living model allows us to create a dynamic and attractive communication instrument to involve staff and the public.

Visit: www.wnf.nl

Action Plan for \$1 billion California project

Codding Enterprises' Sonoma Mountain Village, their flagship \$1 billion project, is set to become America's first One Planet Living neighbourhood. The family-run business has adapted over 700,000 sq ft of existing buildings on the 175 acre site of a former Hewlett Packard high-tech campus, and are now creating a new town square, commercial complex and mixed use neighbourhood for the suburban municipality of Rohnert Park.

BioRegional led the Sustainability Action Planning workshops with the design and development team in May. The project includes restoring 30% of the site to habitat, parkland, and community agriculture, and buying hundreds of acres of additional land for protection and further habitat regeneration. A wetland zone is being built for the California Tiger Salamander, the only known endangered species in the area.

The mixed-use project will create 1892 solar-powered homes, town-homes, and condominiums that will conform to the highest green building standards for energy efficiency and healthy, sustainable materials, many of which will come complete with

a plug-in hybrid car. As part of developing a green transportation plan, the company is examining reducing conventional car ownership amongst residents by 75% by 2015, an unprecedented goal for a suburban development.

A 50,000 square foot grocery store, due to begin construction next year, will set aside 25% of its facility to regional food. A 25,000 square foot "green cinema" and 35,000 square feet of civic buildings will help promote a walkable, thriving town square and also host a community centre and green exhibition hall.

Codding has invested \$7.5 million to create the largest privately owned solar power installation in Northern California. The 90,000 square foot array is capable of generating 1.14 megawatts to power 1,000 homes. Central heating and cooling will be provided by a converted power plant left behind by HP using a four-pipe, fan coil system popular with luxury hotels. Modifications to the system are expected to make it carbon neutral within five years.

BioRegional are also in exploratory talks with the developer consortium selected by the Anacostia Waterfront

Corporation to develop the Southwest Waterfront site just a few blocks south of the Washington Memorial, in the US capital. BioRegional hope to undertake a Sustainability Action Plan with the consortium later this autumn.

The Southwest Waterfront (SWW) site is located just a few blocks from some of Washington's key tourism destinations and less than 1.5 miles from Capitol Hill and the White House on a site encompassing the city's major marina, fish-market, and water-tour embarkation point. The project includes approximately 800 units of residential housing – 20% of which will be low-cost – 317,000 square feet of retail, a 450-room hotel, and 200,000 square feet of civic space and cultural institutions.



Sumeet Manchanda and Greg Searle of BioRegional with Geoff Syphers (Codding Enterprises) stand amidst the vast (1Ha) rooftop solar PV array at Sonoma Mountain Village.

BioRegional scoops 'ethical' awards double



BioRegional MiniMills have won 'invention of the year' at the 2007 Ethical Awards sponsored by UK weekly "The Observer". The project was judged the winner by a combination of newspaper readers' votes and a celebrity panel.

The MiniMills are able to make paper from straw. Funding was secured recently to turn a working model into a commercial mill, which may have

revolutionary implications for paper-making and the world's forests.

Local community group Carshalton Lavender won the newspaper's "Conservation Project of the Year" award. The group, who run a 3-acre heritage lavender field, was set up by BioRegional and has produced scented oil in partnership with major perfume manufacturers.

News Round-Up

Virtual OPL Community goes online

Hundreds of internet users have signed up to WWF-UK's online One Planet Living community in its first two weeks. The site allows people to swap green lifestyle tips, provide mutual support and chat online.

People from all over Britain have also logged onto WWF's new 'Footprint Calculator Forum' which not only reveals people's impact on the planet but also provides help and encouragement for them to reduce their impact.



WWF-UK's online One Planet Living community

Discussions on the Forum to date have ranged from food packaging and buying imported cut flowers, to composting and how much to fly. The Forum allows users to create groups so people can build support groups and share local information. See www.wwf.org.uk/oneplanetliving for more.

Construction is scheduled to start on BioRegional Quintain's One Planet Living project in Brighton, in the New England Quarter development, this summer. Construction is also scheduled to start on the Gallions project, selected for Mayor Ken Livingstone's flagship zero carbon scheme in the Thames Gateway, in spring 2008.



BioRegional and OPL Director Sue Riddlestone signing the letter of intent with Jason Hu of China Merchants.

China Merchants and BioRegional signed a letter of intent for strategic collaboration in south China during a recent visit by the developers to BedZED. Xiaohong Chen, One Planet Living Country Manager for China, has been working alongside China Merchants Property Development in Guangzhou since April to progress work on masterplanning for a development in Panyu.

"Chip Fat Chevy" in classic car rally

The annual London to Brighton Rally Classic Car Run this year featured a unique eco-car, driven by OPL Director Pooran Desai. Thousands of spectators cheered the Tiger Cat zero carbon, zero waste sports car which uses recycled cooking oil as it crossed the finish line.



Features and Opinion

Educating the next generation of world leaders in sustainability

Earlier this year, planning officers at East Sussex County Council were stunned to receive a letter from none other than His Holiness the Dalai Lama in support of a local planning application. However, the development he urged them to back could help some of the world's poorest communities embrace the concepts of One Planet Living and build a sustainable future through the education of their own people. Pestalozzi scholar Sunitee Thapa, aged 18, reports.

The Pestalozzi International Village Trust, nestled among the fields and woodland of south-east England, was established 50 years ago to give promising young people in developing nations the otherwise impossible opportunity of an education with which to help their communities. Today's Pestalozzi scholars aged 16-19 are selected from impoverished regions of Nepal, Zambia, India, Zimbabwe and the Tibetan Refugee Communities; hence the long term support of the Dalai Lama. Upon gaining the scholarship, we come to the UK to take the 2 year International Baccalaureate Diploma and learn how to become global citizens who are empowered and enabled to make the world a fairer and safer place for all. The Charity is now hoping to double its number of beneficiaries and plans to redevelop its campus to accommodate them, along One Planet Living lines. Already Pestalozzi is adopting a number of measures as part of its desire to embrace and promote

sustainability principles, and believe that to fully educate a young person, you need to teach them intellectual, moral and practical values or "The Head, Heart and Hands". In his supporting letter to the Planning Authority, His Holiness The Dalai Lama said: "This kind of holistic approach is important and effective if we wish our children and young people to grow into responsible and fulfilled citizens".

The Pestalozzi site is committed to sustainability, with a full environmental education programme in place, and recycling, solar water heating and organic food production a part of everyday life for the students and staff that live and work here.

This equal focus on education and environmental studies creates global advocates who are equipped both academically and practically to spread the message of sustainable living to some of the world's most impoverished and isolated communities, like my own in

Dungrekhola, Eastern Nepal. As first year Pestalozzi students, we recently received accreditation from WWF International to become One Planet Living Youth Ambassadors. This new association will give us a global platform to promote the needs and aspirations of the poor; an exceptional opportunity for us as we have a first hand understanding of poverty and an urgent ambition to address the issues of poor education, healthcare and environmental sustainability for those who need it most. Who better to educate people in sustainable ways to live, then the next generation of a country? Thanks to the WWF International and Pestalozzi partnership, we now have a real chance to make life better for ourselves, our communities and the planet, and to spread the message of OPL, in a native tongue but with an International purpose.



How One Planet Living is possible



Sue Riddlestone, Director, BioRegional Development Group Co-Director, One Planet Living
Reducing our resource use to a "One Planet" level is seen as a daunting challenge by most people. However, the work that we have been doing at BioRegional over the last decade or so – putting in place working solutions for sustainability – has shown that One

Planet Living is not only possible, but can lead to an improved quality of life.

Our work as initiators and partners in the award winning BedZED eco-village with the Peabody Trust showed how we can create One Planet Living communities. We addressed the major contributors to the average UK ecological footprint: the built environment, energy use, water, waste, personal transport and food. A resident taking part in all that BedZED has to offer can reduce their ecological footprint to a One Planet level. Residents say the thing they like most about living at BedZED is the sense of community and quality of life. BioRegional has also been developing solutions for sustainable production and consumption. We have implemented

solutions for the paper industry and consumers which achieve a 92% footprint reduction in a commercially viable way. With all of our work, we develop sustainability action plans based upon the 10 principles of One Planet Living and use ecological footprinting and/or life cycle assessment, in order to achieve projects which are truly "One Planet Living". One Planet Living has scope to be adopted on a large scale. It is a standard and a framework. Government regulation and market design towards One Planet Living could realign the economy, addressing market failures that inhibit progress in tackling social and environmental problems, most notably climate change.

For more information visit www.bioregional.com

Pathways to One Planet Living

Oliver Smith

*Deputy Director, Programmes – WWF-UK
Co-Director, One Planet Living*



While the footprint concept gathers pace among politicians, business leaders and enlightened individuals, few have yet to grasp the scale of the transformation required in public, business and personal aspects of our lives.

Today it takes 1.25 planet earths to support the global economy, and if we continue on our current trajectory we will need 2 planets by 2050. The implications of maintaining this level of ecological debt are not known, but would probably mean the collapse of many, if not most, of the earth's ecosystems, and probably much, if not most, of human civilization. Clearly reducing our footprint to a One Planet level – with some urgency – is the only viable option.

The global culprits of this 'overshoot' are well known – most of the western world lives a lifestyle way beyond what the planet can support. If everyone lived in the world like the average American we would need five planets.

Having a footprint smaller than a One Planet Living level – as many in Asia (three-quarter planet living) and Africa (half-planet living) do – is not simply an indicator of choosing an environmentally friendly lifestyle, but more often than not it is stark reminder about the lack of access to basic foodstuffs, healthcare, education or housing. Clearly there is a need to shrink footprints in high consuming countries and share that reduction with developing nations, so they too can lead healthy, thriving lives.

Placing this in context of footprint reduction targets will mean that by 2050 we will need to have reduced our global footprint by 25% – the USA will need to have reduced theirs by a staggering 85%, the EU by 75% – while Africa's and Asia's footprint will need to grow by 15% and 155% respectively.

Living within the capacity of one planet is not a choice, it is a non-negotiable prerequisite for One Planet Living. The footprint not only illuminates our current situation, but also shines a powerful spotlight on where we need to be heading. We call this place One Planet Living.

The Guiding Principles of One Planet Living

Pooran Desai OBE

*Co-founder, BioRegional Development Group
Co-Director, One Planet Living*



The 10 guiding principles of sustainability lie at the heart of the One Planet Living initiative. Without the principles and the targets which we ask our partners to adopt with us, OPL risks becoming a term like "sustainable development" which is used too loosely and which, without targets, lacks rigour.

In practice, the 10 principles have proved hugely useful in communicating the value of OPL to a wide audience. They have formed a structure for OPL sustainable action plans (SAPs), starting with and evolving from the first SAP created with Pelicano for the Mata de Sesimbra project. The SAP process and framework has now been used internationally to engage with major projects in the UK, China and South Africa among others.

The "Little Book of One Planet Living" is also based on the 10 principles. It has been very popular with the general public and is currently being reprinted to meet demand. Its simple, practical suggestions and relevant story on how people can start to adopt an OPL lifestyle has meant that more than one person has said, "I can now talk about sustainability down at the pub".

BioRegional Development Group (BDG) has applied the principles to the management of its own internal activities. The use of this office SAP has led to a reduction in waste going to landfill of 80%. This same process will now be carried out by BDG for DEFRA, the UK's Ministry of the Environment. One Planet Products is an initiative affiliated to One Planet Living which uses the 10 principles to identify and access products for its green bulk buying initiative, and a number of concept reports have been done, for example on OPL schools.

The 10 principles are hugely important in creating a common language for OPL. They are vital for OPL to maintain its focus and credibility.

“The Nature of Business”



An interview with
Jean-Paul Jeanrenaud
Head of Business & Industry
Relations, WWF International
Co-Director, One Planet Living
Why is WWF working with business?

Because we need to. Comparing the economies and financial value of the top 100 companies and countries, 77 are corporations and only 23 are nations. In 2005, the American retail company Wal-Mart had sales of US\$315 billion, more than the combined gross domestic product of Israel, Ireland and Venezuela. Of course the footprint of these companies on the natural environment is massive.

How are you working with the private sector?

We have a range of tools that we use. On one side of the

spectrum are the traditional tools that we use to push businesses, including campaigns, scorecards, etc. But perhaps more interesting are the growing set of tools that we are using to pull or positively encourage companies to do the right thing. A clear trend in our private sector engagement is cooperation focused on solutions, maximising mutual benefit and with a strong element of challenge, encouraging our corporate partners to achieve ambitious targets to improve their environmental performance.

A good example of this is our global partnership with the cement company Lafarge, which has committed to achieving substantial reductions in CO₂ emissions that go well beyond regulatory requirements. The cement industry is responsible for some 5% of global emissions of CO₂, and Lafarge as industry leader is itself responsible for about 1% of global emissions, or about twice the emissions of Switzerland. So by

encouraging Lafarge to take positive action, we can actually achieve a great deal.

Our new One Planet Leaders training programme is helping business leaders to develop their capacity to be change agents within their own companies, to identify opportunities, not only to cut waste but also seize market opportunities for sustainable business. Inspiration for this training course has come from our work with the mobile phone company Nokia, which has already significantly cut CO₂ emissions and use of raw materials and saved millions of Euros by redesigning the packaging for their products.

What is your message for companies?

The business of business must be in creating value from products and services that are good for people and the planet, in providing solutions to our needs and problems. This is really the only sustainable option for our planet – and thus the only viable business plan beyond the very short term. You can't do business on a dead planet.

That is of course a significant challenge, but with every challenge there is an opportunity. There is real money to be made in offering solutions to problems.

The Case for responsible capitalism



Property development and the green agenda? Capitalism and sustainability? Contradictions in terms? Not at all. The first law of capitalism is: “Don't kill the customer.” If we destroy the planet we destroy the market. If we walk away from today's environmental challenges we are endangering the future of capitalism as well as that of the planet.

About 80 per cent of our fellow human beings will soon be living in towns and cities. It is self-evident that the materials our towns and cities are built of should be non-toxic, low in energy utilization and carbon neutral.

Quintain, as a leading urban regeneration company, has invested in leaders in the green

revolution. Serrastone is a revolutionary process developed by a NASA scientist to create stone from waste materials – gypsum from power stations combined with recycled aggregates and agricultural by-products such as rice husks. In 2005 we invested to establish BioRegional Quintain Ltd, which combines expertise in development and financial engineering with that of One Planet Living®.

We have the time and the opportunity to create a new and sustainable society now: if we delay, the combined social and environmental issues will overwhelm us. Building communities – specifically One Planet Living communities – is fundamental to the survival of capitalism, as well saving the planet.

A pipe-dream? Another CEO with messianic tendencies? Not at all. Just a concerned family man who wants to ensure his children's future, and who can see how we have the ability not just to shape but safeguard it.

Adrian Wyatt is founder and CEO of Quintain Estates and Development PLC.

Ten Tips for a more sustainable lifestyle

- ZERO CARBON** – use energy efficiently in heating, cooling and powering your home, and try to source electricity from renewable sources.
- ZERO WASTE** – minimise the amount of waste that goes to landfill or incineration by reducing, reusing and recycling (and buying more recycled goods)
- SUSTAINABLE TRANSPORT** – try to reduce the amount you travel, and look for sustainable alternatives to private car and air travel
- SUSTAINABLE MATERIALS** – actively seek out local and sustainable materials eg FSC wood products
- LOCAL AND SUSTAINABLE FOOD** – buy more local, seasonal and organic food, MSC-certified fish, and reduce the amount of intensively-reared and processed meat and dairy products
- SUSTAINABLE WATER** – eliminate wasteful water consumption, and irrigate responsibly
- HABITATS & WILDLIFE** – help to preserve and enhance wildlife habitats, for example by eliminating the use of dangerous chemicals outdoors
- CULTURE & HERITAGE** – respect people's traditions, promote local identity, and help create a new culture of sustainability
- EQUITY & FAIR TRADE** – support fairly traded products and ethical investment
- HEALTH & HAPPINESS** – walk and cycle more, lead a healthier lifestyle, and promote well-being in your community.

One Planet Products (OPP), has published a new brochure courtesy of one of its members, Rydon Construction. OPP is an initiative which aims to make it easier for businesses engaged in residential and refurbishment work in the UK to specify and use sustainable building products.

The initiative's advisory board includes representatives from BioRegional Development Group, WWF UK, the Building Research Establishment, SEEDA and the UK Green Building Council. For more information visit www.oneplanetproducts.com



The Little Book of One Planet Living

This inspiring book is about the choices we all face if we are to enjoy a high quality life within the resources of our planet. WWF and BioRegional have come together to promote a simple set of principles designed to make sustainable living easy, affordable and attractive. Written by BioRegional's co-founder Pooran Desai and former WWF-UK Director of Campaigns Paul King with foreword by Kevin McCloud. Order now on-line via www.org.uk/oneplanetliving

About ONE PLANET LIVING®

One Planet Living® is based on 10 guiding principles of sustainability.

The vision of One Planet Living is of a world in which people everywhere lead happy, healthy lives within their fair share of the Earth's resources. For more information please visit www.oneplanetliving.org

1	Zero Carbon
2	Zero Waste
3	Sustainable Transport
4	Local and Sustainable Materials
5	Local and Sustainable Food
6	Sustainable Water
7	Natural Habitats and Wildlife
8	Culture and Heritage
9	Equity and Fair trade
10	Health and Happiness