

Sustainable Wales
Cymru Gynhallol



Annual Report & Accounts 2016 - 2017

www.sustainablewales.org.uk





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www.sustainablewales.org.uk

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Sustainable Wales
Cymru Gynhaliol

Our Mission

Our mission is to encourage solutions for the unsustainable way we live and to ignite passion for sustainable living practices.

Our Aims

- To be an organisation that helps revitalise the local economy, promotes social progress, and is enterprising, creative and internationally aware.
- We are committed to society, artistic creativity and the natural world. We work with communities, voluntary groups, businesses and government. We believe in this way we can foster a fairer, and an exciting future for Wales that doesn't cost us the Earth.

Our Purpose

Stated by its *charitable objects* (Charity No.1065789/0) are:

To advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large.

To promote sustainable development for the benefit of the public by:

(a) the preservation, conservation and the protection of the



environment and the prudent use of resources;

b) the promotion of social and cultural welfare and wellbeing for the benefit of present and future generations;

(c) the promotion of sustainable means of achieving economic improvement and regeneration.

Sustainable development (SD) means “development which meets the needs of the present without compromising the ability of future generations to meet their own needs”, from the Brundtland Report, 1987 (Our Common Future).

Our Community & Strategic Engagement Themes

1. **Active Citizenship** - empowering communities, building capacity, increasing participation and sustainable outcomes including jobs and skills for local people.
2. **Healthy living and quality of life** - increasing well-being, creativity, diversity and reconnecting with nature, creating opportunities to improve life chances.
3. **Food and Drink** – supporting local sourcing of food, biodiversity, ethical purchasing, fair trade and food growing and producing, good diet, cooking and baking.
4. **Energy Concerns and Climate Change** - advocating and helping enable resilience to the impacts of climate change, while reducing greenhouse gas emissions.
5. **Waste and resource use** – encouraging circular economy, systems & design thinking and LCA, encouraging reduce, re-use, recycling and promotion of more durable goods.
6. **Support responsible business** – encourage a sharing economy, considerate consumerism, purchasing local, organic, ethical and fairly traded goods.



<https://www.sustainablewales.org.uk/who-we-are/>

Margaret Minhinnick Director

Trustees

Richard Thomas Chairman
Peter Morgan
Melanie Johnson
Luke Evans
Judith Cook

Advisors

Robert Minhinnick
Martin Little
Martin Fitton
Kris Evans
Rhodri Thomas

Other Volunteers

Catrin Dalton
Gaynor and John Hanson Hilary Williams
Peter Adamson Jareth Kale
Allison Felton Rhys Felton
Lucy Jones Suzanne Williams
Jacob Evans
Numerous performers and speakers at the Green Room



Partners include

Bridgend Fairtrade Partnership (includes Co-op Store, Parc Prison - Bridgend, local Churches, Schools, Quakers), Tools For Self-Reliance, Porthcawl Chamber of Trade, WCVA, Environet, RENEW Wales, Community Energy Wales, BAVO, Cynnal Cymru, Fairtrade Wales, Hub Cymru Africa, Park6Productions (<https://park6productions.com>), SUSSED – our community cooperative founded by Sustainable Wales.



ENILLYDD | WINNER
2016



GWOBRAU | SUSTAIN
CYNNAL | WALES
CYMRU | AWARDS



Patrons

Jonathon Porritt Writer, broadcaster, environmentalist, former chair UK Sustainable Development Commission

John Barnie Former editor 'Planet' magazine and writer

Dafydd Iwan Writer, musician, broadcaster

John Humphries Former editor 'Western Mail'

Angharad Tomos Writer

Hilary Llewellyn Williams Poet

Political Context

The United Nations General Assembly have replaced the Millennium Development Goals which expired in 2015 with [17 Sustainable Development Goals](https://sustainabledevelopment.un.org/post2015/transformingourworld) - 'Transforming Our World - the 2030 Agenda for Sustainable Development'. <https://sustainabledevelopment.un.org/post2015/transformingourworld>

The SDGs outline a blueprint for development priorities until 2030. They include 169 targets covering a broad range of sustainable development issues, from ending poverty and hunger to improving health and education, reducing inequality, and combating climate change.

(Goal7 advocates affordable and clean energy, Goal12 is to ensure sustainable consumption and production and Goal13 focuses on climate change and decarbonisation. The Welsh



Government has selected the latter two key areas to focus on regarding our global responsibility.)



More information:

<https://sustainabledevelopment.un.org/?menu=1300>.

The Welsh Government's [*Well-being of Future Generations \(Wales\) Act \(May 2015\)*](#) is legislation to create a unique statutory duty on public services in Wales to deliver sustainable outcomes. The community sector has an important role to play in championing and demonstrating these goals, sharing and collaborating with others.

The [*Environment \(Wales\) Act 2016*](#) is a commitment to position Wales as a low carbon, green economy, ready to adapt to the impacts of climate change. See the [animation](#) here.

Education for Sustainable Development and Global Citizenship (ESDGC) seeks to give learners at all stages of education an understanding of the impact of their choices on other people, the economy and the environment.



<http://gov.wales/topics/educationandskills/allsectorpolicies/europe/anandinternational/sustainabledevelop/?lang=en>

SW is well placed to help Wales take this progressive legislation forward at a grass-roots level, acting as a practical enabler for a roll-out in Wales.

Chairman's Report 2016/17

Personnel

A change of Trustees occurred as we began this current year. We said goodbye to Nigel Cram who benefitted from his time with us as a volunteer to find a lead management role within the charity re-use sector, and we said hello to an old friend Jude Cook who joined at that time.

Importantly, at the Cynnal Cymru annual award ceremony held in Cardiff in November, Margaret Minhinnick, our Director, became only the second ever recipient of the '**Special Recognition Award**', recognising her thirty plus year's innovative work in environmentalism and sustainability. The Award was presented by Hon. Mike Rann AC, CNZM, Former Premier of South Australia. Particular attention was paid to Margaret's pathfinding





work as co-founder, Campaigner and Co-ordinator Friends of the Earth Cymru 1984–94, and also as co-creator in 1997 and Director of the charity Sustainable Wales, based in Porthcawl where she lives, which now enters its 20th year of operation.

This year the charity agreed to fund a Community Cooperative Development Officer for SUSSED, our main current project. The aim was to secure the stability of the Cooperative (and the charity's working base) and coordinate its volunteer role. Unfortunately it became clear to all, that the officer was unlikely to achieve this in the timeframe allocated. Benefits accrued however, including staffing the shop, organising volunteers, writing a marketing strategy, helping to identify revenue streams worth pursuing and those that were not, saving SUSSED some money.

The cooperative, like our charity, advocates the goal of trade justice and good practice by citizens, producers and policy-makers to enhance living standards, community well-being, social justice, and economic and environmental security for the long-term. Money is a vote which we can use every time we shop and SUSSED helps make ethical shopping easier for the local community.



Shine a Light? Is our newest developing campaign which includes a series of films and resources available on our website and youTube, profiling community renewable energy solutions. Promoting sustainable



energy solutions remains our focus, maintaining links with Community Energy Wales. The 30-minute film '[Shine A Light? / Golau Newydd?](#)' is more than an observation of the obstacles to progress, it's a rallying call for people to demand democratic local energy production.

The film was also short-listed for the Renewable Energy Cymru's Awards 2016.

I am once again incredibly proud of the work that has been done, literally on shoe-string budgets and with passion and commitment filling the gaps of funding and paid staff, and I gratefully thank all our contributors and volunteers who continue to take the charity forward.

Richard Thomas.

Chairman Sustainable Wales

Treasurer's Report

The contract for a Community Enterprise Development Officer was terminated after the first quarter this year, by mutual consent, meaning SUSSED cooperative once again returned to being managed by the charity. SUSSED, however, pays for **all** our administration and office space.

Thanks must also go to Tina Eynon who donated by 'gift aid' £500 to the charity.

Renew Wales represented the largest source of income for the charity, as several Sustainable Wales (SW) personnel were contracted to provide mentoring and project coordination support

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for voluntary groups/community practitioners, looking to tackle the causes/impact of climate change.

Director's Report

Projects include:

Ethical Consumerism

Managing our sister organisation SUSSED

www.susedwales.com is an important undertaking, taking a significant amount of SW's time. The initiative offers local people chances to participate in the issues involved in the green and ethical agenda by making a personal response purchasing goods which counter the uneven benefits of 'globalisation'. SW therefore links into the Fairtrade Foundation, Fairtrade Wales, HubCymru Africa, Bridgend Fairtrade Partnership, Wales Coop Centre networks and with some of their activities.



Renewable Energy

The main 30-minute film produced by Sustainable Wales is called **Shine a Light? / Golau Newydd?** and it supports the idea of democratising our energy supply whilst reducing climate change.

It was launched in UK Green Film Festival, CHAPTER, Cardiff 6th May 2016, filmed by Park6 Productions. The film features former MP Alan Simpson, Professor Calvin Jones and local energy groups. It is backed by a superb soundtrack from chaired bard, Twm Morys.



A key contributor is former MP Alan Simpson, who describes himself as a ‘recovering politician’. (He has been an advisor to the Assembly’s Environment and Sustainability Committee, and commented:)

“I think the UK debate has been wrongly focused on windfarms, fracking, etc. It is a question whether localities have: a) ownership of what is being proposed, and b): whether they are direct beneficiaries of the gains that come out of it.”

The post screening discussion and buffet, with myself (the Director), Park6Productions, and Robert Proctor, Community Energy Wales, was sponsored by the Welsh Assembly **LOGO**

The film has been shown by a number of community groups and has also had over 650 viewings on youtube (view the trailer: <https://www.youtube.com/watch?v=ApoaWVid4s> or the full film here: <https://www.youtube.com/watch?v=9aTjFGCKKHE&t=4s>).



A group visit was organised to Cenin Renewables, a ‘renewable cluster’, Stormy Down, Porthcawl to view how activities and relationships are being developed. We also viewed the University’s energy efficient Solcer House on the same site.

Later in spring 2017, Sustainable Wales organised a public meeting in the Grand Pavilion, Porthcawl. The well attended event included a screening of the film and guest speakers from Community Energy Wales, RENEW Wales, Cardiff University, IWA-Institute Welsh Affairs. Bridgend Council Leader, Huw David, welcomed the guests.

The meeting also discussed how some communities are taking Sustainable Wales Annual Report & Accounts 2016/17



back control of their energy systems, establishing community owned local renewable energy companies both producing and distributing, thus aiming to build more resilient communities, creating local jobs and new opportunities. This is a step towards local economic renewal. You can listen to the podcast of the event here: <https://soundcloud.com/mooganic/public-meeting-producing-our-own-energy-community-renewable-energy-information?in=mooganic/sets/green-room-podcasts>

As members of the Bridgend steering group which is identifying new opportunities for renewable energy scheme in rural areas of the county borough, Sustainable Wales will next year be supporting REACH in the development of Bridgend's Renewable Energy portfolio.

Fuel poverty remains a significant problem across the UK, with 23% of households in Wales affected. This is likely to increase with the threat of future energy price rises.

Sustainable Wales also hopes to work with 'Energy Local' and local renewable energy generators over the next few years to develop a community project aiming to provide renewable energy to local residents at a cheaper price, reducing fuel bills, tackling fuel poverty and CO2 emissions in the county.

Renew Wales Contract

Bridgend's Heol-y-Cyw Welfare Hall group were supported with a sustainable energy action plan by SW Trustee Jude Cook.

SPAN Arts, Narbeth requested a workshop to update their sustainable development/environmental policies. Margaret Minhinnick, our Director, developed an action plan and later provided mentoring via an interactive discussion. She also



prepared a guidance document to enable introduction and further discussions with new staff.

Port Talbot Sea Cadets required help to develop an action plan to review the potential of a grant application to upgrade their buildings. One was classified as ‘historic’ and would need significant measures to improve sustainability/efficiency. The next key recommendation was to request the services of a suitable mentor from Renew. This was done.

Bridgend Fairtrade Partnership

Our Director has chaired the partnerships meetings (6), planning activities aimed at advancing the Bridgend County Fairtrade Action Plan and retaining our Fairtrade County status. The partnership works with schools, churches, councils, and groups to increase awareness of Fairtrade and issues surrounding trade and social justice.

<https://www.sustainablewales.org.uk/bridgend-fairtrade-partnership-1>

The Partnership’s main event was the Fairtrade Festival held in Bridgend’s Carnegie House. The charity helped to organise the bake-off, stalls, story-telling, films, a raffle and a tombola, PR and coffee bar. The overall bake-off was kindly judged by Madeleine Moon MP.





The Green Room



The space we call the 'Green Room' has hosted a number of diverse events including: performance, debates, frock-swaps, an autumn fairtrade bake-off, talks, workshops, meetings and pop-up cafes.

The cultural events included - music by 'One Time Alive', launching their first album and later their second album to

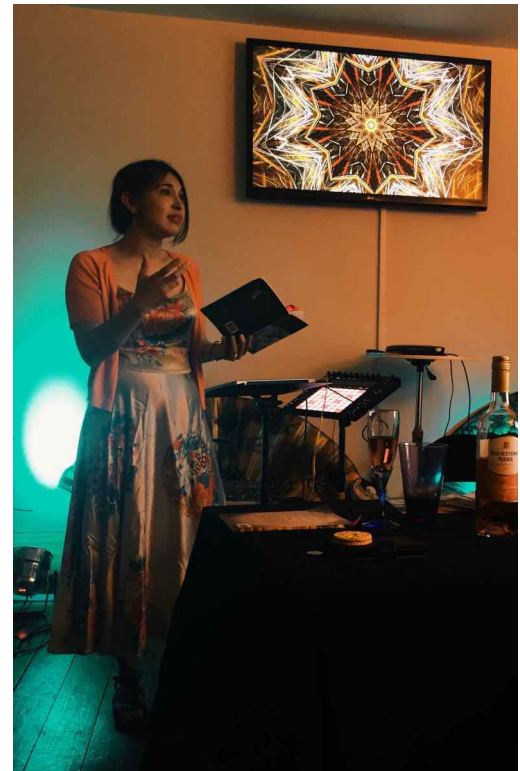
packed audiences; political poetry from Mike Church and Mike Jenkins; the launch of Rhian Edwards second collection, 'Brood'; a screening and reading of 'Late Love Poems' from Steve Griffiths and Eamon Bourke of Park6Productions; a book launch from David Foster-Morgan and open mic sessions featuring new writing.

'The Green Room' is available for hire to the public or groups, offering catering facilities, HDTV/equipment display output etc

<https://www.sustainablewales.org.uk/green-room>

Our latest events can be found on our listings pages:

<http://www.sustainablewales.org.uk/events>



Talks/Discussions/Workshops



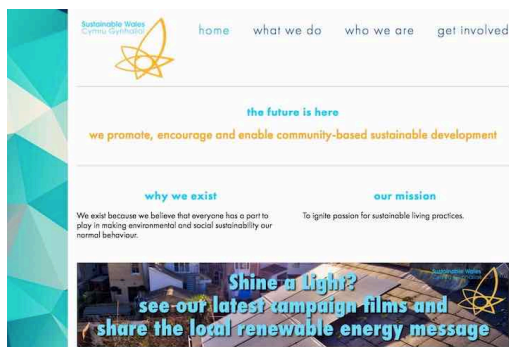
MM gave a presentation in the Green Room to 20 (male) students from Bridgend Tech, discussing sustainability and cooperatives/social enterprises.

Suzanne Williams facilitated a lively discussion in the Green Room around the theme 'What is Sustainable Development?'

Port Talbot Soroptomists received a PowerPoint slide show, talk and discussion on the current work of Sustainable Wales and the 'Well-being of Current and Future Generations' Act.

Two General Election Hustings were organised but were cancelled; firstly because the sitting MP's husband died, and secondly because the Conservatives declined to send a representative, thus ensuring similar behaviour from Labour.

Communications, Website And Social Networking



Trustee, Peter Morgan, continues to take an extremely important role with IT/ web and digital development and management.

The Shine a Light? Renewable community energy section has been introduced (<https://www.sustainablewales.org.uk/shine-a-light>) to promote the original films and evolved across the year; alongside two new Kenfig Journals published in 2017 (<https://www.sustainablewales.org.uk/kenfig-journal/>).

The website www.sustainablewales.org.uk has around 373 unique users per month with the average length of time on site is 1m 36s, viewing an average of two pages per session. 72.4% of



visitors are visiting for the first time. The male / female split in users is almost exactly 50/50. Visitors from the UK account for 71.93% of the total as the largest group, with 14.1% from Russia as the second largest group.

Mobile users account for 33.2% of all visitors with tablet users at 7.24%. 70% of these mobile users use either an iPhone or iPad to view the site. Users find the site mainly through search (48.8% of all visitors) social media accounts for 11.7%. Links followed from social media break down with facebook generating 64.8% of all referrals with the remainder being from twitter.

The main blog and the Shine A Light? Blog have been updated regularly with supporting resources with posts shared to social media.

Facebook remains popular with many followers, with a typical reach of posts at 2,504 views per month. Individual posts can reach 1200 users. Across 2017 followers have fallen slightly from 4449 to 4414 which is a normal churn of followers; as we are posting more frequently, this often happens. Sustainable Wales remains one of the most popular facebook accounts for charities in Wales.

Twitter followers total 1,454 with daily updates of news automatically posted alongside our other tweets at <http://paper.li/SusWales/1396409137#!/> (“Sustainable Connections” – also available on our home page). <https://twitter.com/SusWales>

Sustainable Development Policy Management System

The charity operates an environmental and ethical management policy: keeping final waste disposal and energy use to a



minimum, using recycled paper, purchasing renewable energy (we are powered by Good Energy, the UK's only 100% renewable electricity supplier), local goods and services when possible, banking with the Cooperative Bank, also selecting fairtrade and biodegradable products.

Current projects see: <http://www.sustainablewales.org.uk/current-projects>



Many people contribute over the year to support the work of this charity, my thanks go to them.

M. Minhinick

Margaret Minhinick, Director Sustainable Wales

From: Margaret Minhinick, Richard Thomas
Robert Minhinick, Martin Little, Peter Morgan, Melanie Johnson.