



**THE FUTURE
IS HERE**

**SUSTAINABLE WALES
CYMRU GYNALIADWY
ANNUAL REPORT
2020-2021**

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Registered Charity 1065789/0 Unincorporated Charitable Trust
Established 1997

Sustainable Wales
Cymru Gynaliadwy



Sustainable Wales
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Sustainable Wales

Sustainable Wales is a grassroots charity involving volunteers.

It seeks a zero carbon future, protection of biodiversity and encourages passion for sustainable living. Progressive and internationally aware, its aims are to enhance environmental security, social progress and community well-being.

It creates opportunities for people to get involved in the green and ethical agendas, and advocates 'good practice' by citizens, producers, business and politicians.

The NGO encourages local ownership and self-help, seeing this as a practical way to 'mainstream' sustainable development.

Its projects are replicable, involving the community, artists, scientists, businesses and government.

In this way we can foster a fairer, and more exciting future for Wales, that doesn't cost us the Earth.

Cymru Gynaliadwy

Mae Cymru Gynaliadwy yn elusen llawr gwlad sy'n cynnwys gwirfoddolwyr.

Mae'n gweithio tuag at ddyfodol carbon isel, amddiffyn bioamrywiaeth ac yn annog angerdd am fyw'n gynaliadwy. Yn flaengar ac yn ymwybodol o'r cyd-destun rhyngwladol, ei nodau yw gwella diogelwch yr amgylchedd, cynnydd cymdeithasol a lles cymunedol.

Mae'n creu cyfleoedd i bobl gymryd rhan yn yr agendâu gwyrdd a moesegol, ac mae'n cefnogi 'arfer da' gan ddinasyddion, cynhyrchwyr, busnesau a gwleidyddion.

Mae'r corff anillywodraethol yn annog perchnogaeth leol a hunangymorth, gan weld hyn fel ffordd ymarferol o 'brif ffrydio' datblygu cynaliadwy.

Gellir efelychu ei brosiectau, sy'n cynnwys y gymuned, artistiaid, gwyddonwyr, busnesau a'r llywodraeth.

Fel hyn, gallwn feithrin dyfodol tecach a mwy cyffrous i Gymru gyda'n gilydd, heb i ddyfodol y Ddaear fod yn bris am hynny.

The Context



The United Nations Sustainable Development Goals

represent the global goals that governments, civil society organisations, and businesses around the world have agreed to achieve together by 2030.

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



The Welsh Government's

- **Well-being of Future Generations (Wales) Act May 2015** <https://www.futuregenerations.wales/about-us/future-generations-act/>
- **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. Act <https://gov.wales/environment-wales-act-2016-factsheets>
- **Prosperity For All - the national strategy 2017** <https://gov.wales/prosperity-all-national-strategy>
- **Low Carbon Delivery Plan 2 July 2020** <https://gov.wales/low-carbon-delivery-plan-2-engagement-plan>
- **Successful Futures** - Education for Sustainable Development and Global Citizenship (ESDGC) The developing curriculum 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. To be introduced in schools from **2022** <https://gov.wales/sites/default/files/publications/2018-03/successful-futures-a-summary-of-professor-graham-donaldsons-report.pdf>

Chairperson's Comments

The continuing backdrop to 2020/21 is the Covid 19 pandemic, which has affected families and communities across the world, in a devastating way.

People will remember this year in the UK starting with disagreements over toilet paper, it being difficult to obtain because of hoarding. Then, in health-terms, most of us became truly alarmed. However, people began working together, offering community support, adjusting their lifestyle, in the fight to protect one another and stop the Covid 19 virus spreading. A reminder of our interconnectedness.

On the other hand, Covid 19 has disrupted 'business as usual'. So, is there a chance of transformative change?

Arguably, Sustainable Wales (SW)'s biggest concern throughout the pandemic has been simply to keep going. With no events, chances to meet and organise it has been difficult. However, over this time we have learned the skills needed to hold Zoom /digital events and meetings, which have allowed SW to offer some activities and maintain the governance role of the Trustees. An update on all the charities' policies started, the 'Trustees' and 'Advisors' briefing documents were also refreshed.

Sarah Murphy, our chairperson for most of the year, had to stand down in advance of the 2021 Welsh Senedd election campaign as she was seeking election as a member of the Senedd. We are grateful for all the work she has put in for the charity, especially also for developing, promoting and running the excellent series of webinars '[A Circular Economy - A Design for Life](#)'.

I was pleased to then be selected as Chairperson to take over from Sarah.

During the year we had four excellent additions to our advisors.

www.sustainablewales.org.uk/meet-the-team

Including:

- **Brian Mayne**, www.sustainablewales.org.uk/brian-mayne
- **Frank O Connor and Jude Sherry**, directors of the global design agency [anois](#) which they set up
- **Mackenzie Denyer** www.sustainablewales.org.uk/mackenzie-denyer

Also SW was able to support financially, for just over six months, half of the costs of a part-time Coordinating Development Officer contracted for assisting **SUSSED**, our sister organisation, a cooperative. The contract ended when 'lock-down' was reintroduced and SUSSED had to close.

Overall activities and events have been reduced but did not come to a complete standstill.

Constructive 'lobbying' responses from members of **Bridgend Local Energy Group**, supported by our Director, of Bridgend Borough Council re: climate and Porthcawl developments occurred.

The 'digital' focus has meant that we are making more use of our developing website and responses and interest are advancing. Published author and in fact a patron of SW, John Barnie, plus new author Laura Wainwright have begun establishing **An Aberystwyth Journal** and **A Newport Journal**.

The charity believes this, alongside developing the 'future thinking' writing of **Gorwelion: Shared Horizons**, (see below) will also elevate SW's status, by clearly having the support of another professional sector i.e., artists, whilst contributing also to the momentum for change we wish from politicians/civil servants etc.

We are grateful to author Robert Minhinnick for commissioning and editing this book, for Parthian for wishing to publish and our sponsors.

The Trustees wish this body of work to be a SW contribution to the promotion around COP26 in November 2021, in Glasgow.

UK has pledged to cut emissions [68% by 2030](#). The [Climate Action Tracker](#) is a useful summary of different countries' pledges with a fairshare rating system, though industrialised countries have the responsibility to move faster.

David Attenborough has been named as the People's Advocate at the Cop 26 conference. As he says we know climate change and the ecological emergency constitute the greatest threats to humanity.

In conclusion my gratitude and thanks go to all my fellow Trustees, the Director and all the other volunteers who help SW over the months. There is much to do.

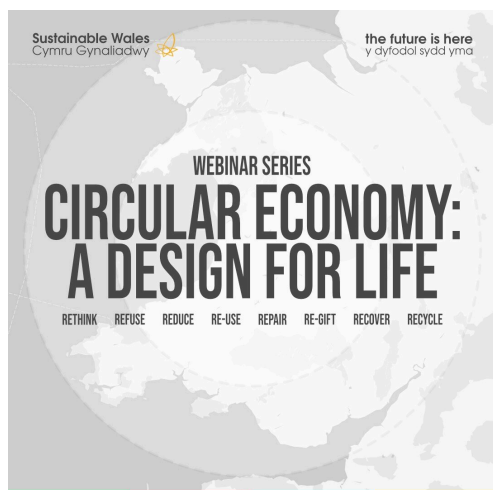
Tara King
Sustainable Wales Chairperson.

Director's Report

Theme

Resource Use

['A Circular Economy - A Design for Life'](#)



Sarah Murphy was grateful for the advice and support from Brian Mayne during the planning of this webinar series.

Speakers from the Head of Circular Economy and Development Welsh Assembly, WRAP, WWF Cymru, community practitioners and campaigners joined together with contributors from Brian and other Sustainable Wales advisors to discuss the theme asking why? how? when? The series participated in Welsh government consultations re: the climate and zero-waste strategies, whilst developing our links with the Assembly staff in the 'waste/resource' departments.

Theme

Climate Change

Bridgend Local Energy Group were able to reinforce the urgency for the Bridgend Borough Council to respond to the climate and ecological emergency, maintaining our challenge for low carbon developments during consultations phases re: Porthcawl planning applications. In particular updating our response to regeneration of the Salt Lake <https://www.sustainablewales.org.uk/blog/2020/9/22/porthcawl-regeneration-plans-response-updated-report-2020> and the former Glamorgan Holiday Home <https://www.sustainablewales.org.uk/blog/glamhotelresonse21>

Subsequently links with Bridgend Council politicians and senior staff were made, providing opportunity for group members, Sarah, Tara and myself to speak directly on 'Teams'. We reiterated our concerns over planning development in Porthcawl. i.e forward thinking/ low carbon. Our Director, later on, being offered an opportunity to join and contribute to the Council's re-establishment of the Porthcawl Coastal Forum meetings.

Theme

Culture

Artistic endeavours have always featured in the work of the charity, but without performance chances SW, like many others, has converted to considering digital outputs, hence the emergence of...

Our Square Mile

This project was promptly endorsed by **Sophie Howe, Future Generations Commissioner for Wales**, who described the project as an example of how culture *“is a very powerful mechanism for change.”*

I would like to offer my support to Sustainable Wales' project, 'Our Square Mile - Ein Milltir Sgwâr'.

This project aims to re-imagine what life in Wales could look like in the future as seen through the lens of the cultural dimension of well-being. The Well-being of Future Generations Act requires us to think long-term and broaden our horizons and 'Our Square Mile - Ein Milltir Sgwâr' can do just that by offering us different versions of what Wales could look like in 10 years.

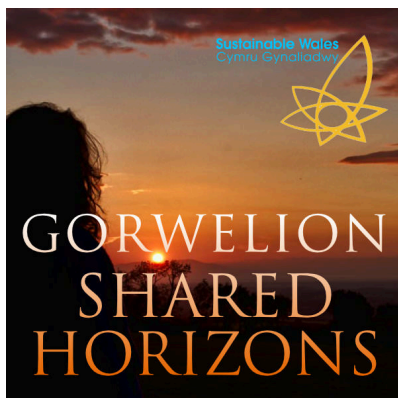
Culture is a very powerful mechanism for change and the visions produced in this project could help public bodies visualise what they'd like to achieve and focus their work towards their well-being objectives and steps.

I am excited to see what comes out of 'Our Square Mile - Ein Milltir Sgwâr' and I wish Sustainable Wales every success in this endeavour.



The initiative involved commissioning five established authors and five newcomers in Wales to write in any form, imagining their square mile over the next ten years. Each successful writer was paid £100 to write approximately 1000 words.

(Peter Finch; Laura Wainwright; Phil Cope; Suzanne Iuppa; Dylan Huw; Alice Hughes; Alexander Velky; Adam Evans; Jon Berry; Robert Minhinnick). We thank Robert and Jon who were joint commissioning editors. Their work was featured [on our website](#).



Gorwelion Shared Horizons

A further group of established writers has been commissioned to contribute to another publication 'Gorwelion: Shared Horizons'. They have been asked to consider the 'local' and 'global' re: climate change, biodiversity and introduce 'future thinking'.

The thinking of the SW 'Green Room' team throughout this project aims are to encourage artistic morale during the pandemic, drawing artists into our work and our values, whilst highlighting their contributions via promotional opportunities.

UK contribution requests have been made and agreed by: Mike Jenkins, Sian Melangell Dafydd, Samantha Wynne-Rhydderch, Abeer Ameer (Wales/Iraq) and two Scottish writers Mandy Haggith and Stewart Sanderson. Contributions from five established artists/writers living in India are also expected. SW will be working with writer Sampurna Chattarji in India.

The editor is Robert Minhinnick winner of ‘Wales Book of the year’ on three occasions.

Negotiations have taken place with Welsh publishers Seren Books, Parthian Books and also Taplasteerie Press in Scotland, who all agreed to the idea. We selected Parthian as joint publisher with SW.

Theme

Ethical Consumerism – The Power Of The Purse



SUSSED

SW has maintained its support for [SUSSED community cooperative](#), providing some management help and information for the contracted part-time SUSSED Development Officer. Similarly SUSSED has continued to provide SW with ‘free’ office space, administration and on-costs, which has significantly reduced our potential pandemic financial problems.



When SUSSED was open some of our volunteers also helped sell essential locally made cotton masks, running small street stalls, managing the social distancing etc which was required.

Food & Fairtrade Cookery Demos



With people returning to cooking during the pandemic, Sustainable Wales, introduced a series of cookery summer demonstrations to help people cook with confidence. Ingredients were mainly fairly traded and organic.

Back to basics weekly cookery classes were delivered by Porthcawl’s Mack Jenkins, a young chef, who planned the dishes, donned his apron and gave socially distanced classes a chance to learn new skills, with recipes, tips and techniques and plenty of tasting sessions.

Chef Mack Jenkins

Mack has competed on the Junior Great British Bake-off TV programme. Also, he won the Welsh future chef award, where he won the title “best chef under 18” in Wales and made it to the UK Future Chef final in London. He has been mentored by the Executive Chef at Grey’s Restaurant in the Cardiff Hilton for several years and has already been offered an apprentice at the Soho House Hotel, one of London’s top boutique restaurants.

Performances



In March 2021 the first Green Room livestream readings and films requested online guests to join in with glass fairtrade wine or goodies.

Further Green Room livestreams were held in 2021, the resultant recordings were also placed on the Sustainable wales YouTube channel.

Income

Contracts

Renew Wales www.renewwales.org.uk

The work involves assisting community groups reduce their environmental impact. SW has agreed to provide groups with policy development support if requested.

Outreach activities have included

Discussions with Lauren Kinsey, Communication’s Officer for Anna Mc Morray MP regarding planning the establishment of North Cardiff Eco Club. A focused agenda plan was provided for their early digital discussions.

“Many thanks for the email and thank you so much for sending over the document, it’s really helpful. Laura Kinsey

Artis, Rhondda Cynon Taff developing arts/eco projects were considering help. Bridgend Association of Volunteer Organisations supported our PR

Mentoring support

The Director planned and organised a very successful digital workshop for representatives from Melville Arts Centre Abergavenny regarding updating their environmental and ethical policies.

“The group cannot speak highly enough of Margaret’s support, saying that Margaret has opened their eyes to so many things that they never would have considered without the support... Nicola Perkins a coordinator also contracted by Renew Wales

Grants

Bridgend Association of Voluntary Organisations awarded us c.£1500 towards expenses and support for a design consultant to work with young volunteers. The aim to encourage their interest in marketing/web design skills and offering experience in working with a designer. This project began and was unable to be completed because of the pandemic and lockdowns.

Donations

£500 was kindly donated by Tina Eynon, a former Trustee, and £1000 came from Merryn Hutchings. Both were towards the writing projects.

Fundraising

A raffle at the run up to Christmas, raising £60 has been the only other income and was assisted by SUSSED, until lockdown restrictions closed the shop.

Website, PR, Communication, Social Media

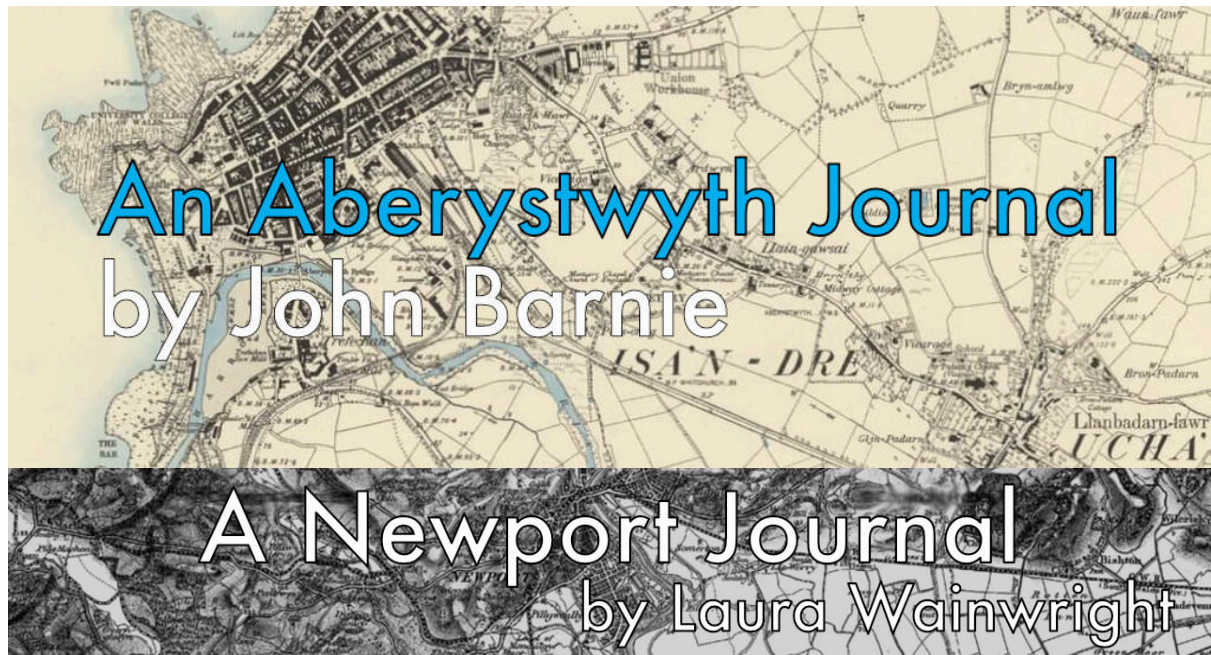
Sustainable Wales continues to build its audience on social media and publish news and opinion via the blogs on www.sustainablewales.org.uk. Our online presence encourages debate and interaction with a wider audience.

SW is active on facebook and has continued to increase its followers to c. 4,665. Comments and shares are also maintained across the 2020 and interaction continues onto our twitter feed (having grown to 2226 from 1960 followers at the last report). Interactions and growth appear to be increasing faster on twitter than facebook. Further analytics are in Appendix 2 to this Annual Report.

Campaigns launched online included the successful Circular Economy webinar series. (<https://www.sustainablewales.org.uk/blog?tag=circular%20economy>). The Design for Life series held in October 2020 proved popular and was promoted and hosted by Sarah Murphy (Chair of SW at the time). Commissioned branding was used to give the series a unified and distinctive identity. The episodes are available online via our YouTube channel.

https://www.youtube.com/watch?v=XgdKbffJOXE&list=PLcflmMVPfkToty_NZtmXyt5TVmWGb3aok

On the cultural side, John Barnie began in November 2020 writing An Aberystwyth Journal (<https://www.sustainablewales.org.uk/an-aberystwyth-journal-index>). Promoted through the usual social media channels of Sustainable Wales. Just within the period covered by the Annual Report another journal by Laura Wainwright – A Newport Journal began in March 2021 (<https://www.sustainablewales.org.uk/a-newport-journal-index>). Both journals feature images by the authors and are updated monthly.



[The Green Room](#) began livestreaming in November 2020, with subsequent livestreams running into 2021. Featuring readings and Visual Poetry films from Paul Woodford the livestreams are normally held using YouTube Livestream and recently, Zoom. Recordings of the livestream events are posted onto our YouTube channel. Readers have been streaming live from Porthcawl to Ohio. Average live viewers

have been more than the typical capacity of the physical Green Room. Streaming of regular physical Green Room events is an opportunity for the future.

Questions and requests for help occur throughout the year. We endeavour to respond and this year has been no exception; Skype/Zoom discussions from across Wales and this year even the Bahamas. They come from students, members of the public, community groups and the press.

Sustainable Development Policy Statement



The charity operates an environmental and ethical management policy: keeping final waste disposal and energy use to a minimum, using recycled paper products, reducing and reusing, purchasing renewable energy (we are powered by Good Energy), local goods and services when possible, banking with the Cooperative Bank at the local Post Office and also selecting fairtrade and biodegradable products. We aim to give the same rigour to our social and environmental impact as financial returns.

The policy and practice is reviewed and updated regularly.

Partners and networks include

SUSSED, Bridgend Association of Voluntary organisations, WCVA, Renew Wales, Community Energy Wales, Tools for Self-Reliance, Porthcawl Chamber of Trade, Bridgend and Porthcawl Fairtrade Partnerships, Fairtrade Wales, Wales Centre for International Affairs, Wales Environmental Link, Wales Cooperative Centre, Fairtrade Foundation.



Treasurer's Report

In 2020/21 financial year SW made a net loss of £2,924.41.

This represents the first loss the charity has returned in four years, in what was an extremely difficult year for the sector given the backdrop of the Covid-19 pandemic and repeated lockdowns.

This is most obviously evidenced by the fall in income from events and fundraising activities, which fell by £2,870 (or 90%) year-on-year, due to the closure of the charity's office and events venue (The Green Room) and strict guidelines on social distancing/organising events for much of the year.

However, SW's alternate sources of income held up well, generating £2,465 from the ongoing consultancy and mentoring via our partnership the Renew Wales programme, which aims to assist local community groups looking to take action on climate change.

The large increase in overall expenditure (245% year-on-year) is largely attributable to an increase in projects-related activity, such as the Our Square Mile (later Gorwelion - Shared Horizons) project, as the Board endeavoured to pursue its charitable objectives despite the pandemic. SW also received £3,100 in grant funding during the period, including £660 from the Covid-19 BAVO Covid-19 resilience fund, which has helped mitigate against the disruption caused by the pandemic.

The pandemic also impacted the staffing/contractor situation, as the charity did not renew the contract of its part-time development manager early in 2021. This role was split 50/50 between SW and sister organisation SUSSED Wales and was no longer viable following the loss of predictable sources of income to both organisations, caused by Covid-19 restrictions.

As per previous years, the entirety of the charity's assets remains in liquid cash form, with the value of fixed assets at zero due to the ongoing office-sharing arrangement with SUSSED. Premises costs also remain as low as is virtually possible, as SUSSED continues to assume the burden of the lion's share of overheads, including office rent and utilities.

These persistently low levels of (non-project) expenditure, combined with a healthy £26,000 of reserves at the bank and broadly stable cash flow mean SW maintains a cushion against further uncertainty in the years to come.