

## Are your investments going to cost the Earth?

After floating the idea of kite-marked green ISAs in 2008, Chancellor George Osborne is likely to abandon the idea, which had been expected to attract over \$2 billion a year into the Government's 'Green Bank' and give savers a simple way to invest their money in green businesses.

This apparent change of heart comes as the Government realises it would be competing with private companies that offer similar products. According to published reports, the Treasury is behind this reversal. Perhaps it's averse to the idea of scaling up an ever-shrinking green bank to serve the needs of a wider public. So why not tack green ISAs on to the portfolio of National Savings and Investments? It clearly doesn't experience a similar conflict of interest.

The problem for the average investor is that they don't



want to put masses of effort into deciding where they place their savings. They'll choose the best interest rates or even just stick to what their favourite bank offers, without considering social responsibility or environmental consequences.

A Government-sponsored green ISA would popularise the idea that these funds are worth considering. It would also give a clear signal

to savers that their money is going into the right sort of companies - those that actively do good or at least minimise harm.

If other organisations want to compete with similar funds (and, probably, better returns) then the discerning investor can still make their choice.

With the tax year end approaching, on 5 April, what will you be doing with your unused ISA allowances?

## Solar loophole

The Government is to review its Feed-in-Tariff incentives as a way to stop large-scale solar farms from sucking the fund dry. It will have to tread very carefully to ensure it doesn't disenfranchise community groups that may operate on a similar scale but with far more benign intentions.

The problem is that the Government has a fixed and,

over time, shrinking fund to support these initiatives. It is looking at restricting its contributions to those outputting 50 kilowatts of electricity or less.

It promises to fast track its review of large-scale solar and will not change the tariffs for already-accredited installations. Expect the industry to fight back.



## UN plan to save the world

The UN claims that 2 percent of global GDP, about \$1.3 trillion a year, could trigger greener, smarter growth while fighting poverty. Its Green Economy Report ([tinyurl.com/6yjhmdm](http://tinyurl.com/6yjhmdm)) suggests that the world currently spends between 1 and 2 percent of global GDP on a range of subsidies that often perpetuate unsustainable resource use in areas such as fossil fuels, agriculture, including pesticide subsidies, water and fisheries.

It has identified 10 areas for attention and explains how it can raise anticipated per-capita income and halve the ecological footprint by 2050, compared with the current business as usual.

**Check out our selection of fair-trade gifts from the Ethical Superstore on pp. 26-27.**

**Confused about ethical investment? Get a variety of takes on it on pp. 16-17. If you need more help, our independent advisers on pp. 22-23 are all experienced professionals - why not give one a call?**

**Green dragon Julian Parrott explains how he's aligned his politics with profit and punk. Check him out on p.19.**

## NEWS

1,5,9 **News**

6-7 **Our Planet This Month**

## THINKING ALLOWED

3 **Your Say**

28 **Green Review: Films & Books**

29 **The Power of Choice**

31 **Cartoon**

## MONEY

20 **A Journey towards Ethical Investment**

21 **Money, Money, Money**

22-23 **Map of Ethical IFAs**

## SPOTLIGHT

16-17 **So What Is Ethical Investment?**

19 **Green Dragon: Julian Parrott**

25 **Activism Without the Extremism**

## ENERGY

15 **Profit from PV Panels?**

## TRAVEL

11 **Costa Rica's Eco Credentials**

## SHOPPING

26-27 **Fair-trade Gifts**

## NEED MORE?

4 **Review Your Finances**

8 **Get Our E-newsletter**

14 **Blue & Green Travel**

18 **Tax-free Savings**

30 **Weblinks & Winners**

# EDITORIAL

## Money matters

Hello again and welcome to our 'money' issue of *Blue & Green Tomorrow*. With the end of the tax year (not to mention the budget) coming up, this seemed the right time to focus on finance. That's not to say we've ignored our other favourite topics. We're sure there are plenty of things to interest you in this month's news and features.

If you have spare cash languishing in a low-interest account, or Premium Bonds, you might want to think about doing something more useful with it, especially if you have leftover ISA allowances from the current tax year. And, while you're at it, it's not a bad time to review your finances in general and see if you're making the most of what you've got. Penny Shepherd MBE kindly wrote a piece on ethical investment, which we then circulated to a fund manager, a banker, a financial adviser and an investor to get their take. The end result is this month's centre spread, which contains plenty of food for thought.

Elsewhere in the magazine we have articles on financial efficiency, mopping up end of year allowances, the trials and tribulations of a convert to ethical investing and a profile of a fund management company that not only believes Africa is a great place to invest, but also donates a sizeable slice of its income into creating jobs in that country.

One thing that comes through loud and clear in this issue is that there are a lot of positive people around. While many are bemoaning their fate and agonising over the state of the economy, the climate or the tax antics of big business, others are seizing the opportunities that abound for repairing the world and the damage to their own finances.

We have an opportunity not only to nurture our savings but also to nurture our world by wielding our spending and investment power wisely. It doesn't matter if our daily life has nothing to do with ethics, the environment or sustainability; it's what we do with our money that will make the difference.



**David Tebbutt**

**Editor**

[editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com)

p.s. We've had some terrific feedback from readers. Some of it is reproduced on the facing page. All winners of the draw for shopping vouchers or free energy are listed on p. 30.

## Why Blue & Green Tomorrow?

We're indebted to Douglas Adams for writing *The Hitchhiker's Guide to the Galaxy*, in which he describes Earth as "an utterly insignificant little blue-green planet". Now you know where the title comes from ...

Our magazine is for thinking people who'd like our planet to be as blue and green tomorrow as it was yesterday.

**Editor** David Tebbutt, [editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com); **Subeditor** Lori Heaford, [www.loriheaford.com](http://www.loriheaford.com); **Design** Dominic Kershaw, [www.inkengine.co.uk](http://www.inkengine.co.uk); **Publisher** Simon Leadbetter, [publisher@blueandgreencommunications.com](mailto:publisher@blueandgreencommunications.com); **Advertising** [advertising@blueandgreentomorrow.com](mailto:advertising@blueandgreentomorrow.com); **Production** Marcus Dobbs, BGP Limited – Bicester; **Distribution** Jan O'Shea, Jordan & Co. – Oxford.

All rights reserved. Reproduction in part or whole is forbidden. The views contained in the publication may not necessarily reflect the views of the publisher. Blue and Green Communications Limited makes no express or implicit representation or warranty, and no responsibility or liability is accepted, with respect to errors or omissions in the magazine, or with respect to fairness, accuracy, adequacy or completeness including, without limitation, the reasonableness of projections, forecasts, estimates or any associated assumptions. The publisher cannot accept responsibility for the quality of any services or products advertised in this publication. Any prices or costs quoted are correct at time of going to press but are subject to change without notice.

Published by Blue and Green Communications Limited, London – Simon Leadbetter, 6 Peal's Court, 9 – 10 Colville Terrace, London W11 2BE.



**Printed on  
certified  
sustainable  
PEFC stock**

## YOUR SAY

**We love to hear from you, whether you're offering a brickbat or a bouquet; that's how we fine-tune your magazine. If something provokes you or inspires you, why not share it with other readers?**

### Helping the next generation

Hi, I wanted to say that I have received the last two issues of *Blue & Green Tomorrow* and I really enjoyed reading them. They are informative and yet they are accessible.

I have also been able to discuss some articles with my class at school - I teach Year 6. I was wondering whether it would be possible to have a page aimed at a slightly younger audience (but without losing the depth of thought) as we are constantly being encouraged to think about the global dimension and to cover themes such as sustainability and ecology through our topics at school.

We have just been doing a topic called 'Cool Stuff', which we gave a global/sustainability twist to in order to lead into a 'Keen to be Green' topic; both topics fit with the themes of your publication.

Many thanks for your work; I look forward to receiving future issues.

**Lois Davis, Teacher, Sevenoaks**

*Thank you for your kind remarks, we're glad you like the magazine and find it useful. As I'm sure you know, we see*

*our audience as adults but we try to write in an approachable way. Clearly not approachable enough for the eleven- to twelve-year-olds that you teach. But then, we think that our readers — many of them parents and grandparents — could distil the value we offer for the benefit of their children and grandchildren. Our thoughts follow similar lines when it comes to teachers but we know that they already have masses to do and this might be a burden too far for them. Yet, if it could be done centrally and disseminated, everyone could win. Perhaps we should stay in touch and identify possible ways forward.*

### Exotic travel?

While I applaud what you're doing with this magazine, I feel very uneasy about spending all my holidays in the UK.

In the depths of winter, I yearn to warm my bones in the Caribbean or the Canary Islands. And if I were never to fly again, I'd miss seeing friends in Singapore, San Francisco and Sydney.

Does life and being green have to be this dull?

**Sally Young, Company Secretary, Edinburgh**

*We understand perfectly where you're coming from and we'd be the last to remove friendships and bone-warming from your agenda. Our approach is to minimise flying, offset when we do and generally try to minimise our impact in other ways.*

*As it happens, we're covering Costa Rica on p. 11 this month.*

### Encouraging feedback

Firstly, I want to say thank you so much for creating this excellent magazine. I enjoy reading it very much when I have the time.

Finally, can I request, to save paper, that you send your magazine only to me as I am the interested party at this address. I will share the magazine with my two fellow occupants if they are interested in borrowing it.

I very much look forward to receiving the next edition of *Blue & Green Tomorrow*.

**Frances Hagger, Environmental Volunteer, London**

*Great stuff, thank you, Frances.*

### How can you be green?

Really, do you honestly expect us to believe that your magazine is green? No magazine can be, when it's printed on dead trees, uses God-knows-what chemicals in its ink, and the manufacture of all the elements – paper and envelopes, ink, printing, packaging, shipping – uses energy. And so it goes on ... What have you at *B&GT* got to say for yourselves?

**Tony Henderson, Green Campaigner, Coventry**

*Nice to hear from you, Tony. And thank you for asking your question. As you might have guessed, we considered the green aspect of the magazine long and hard before embarking on its publication. First, we worked from a convenience point of view. A lot of busy people like to read on the move and, it has to be said, many of them prefer paper to squinting*

*at a smartphone or similar. Then, we decided to use paper from sustainable forests. But, most importantly, we thought that if just one of our readers significantly changed their purchasing or investment habits as a result of reading the magazine this would more than compensate for our entire environmental 'sins'. However, just in case, we make sure we offset these sins anyway.*

### More popular than cat food?

It's true. Our reader research shows that, of those of you who expressed a preference, 9 out of 10 said the magazine was either 'enjoyable' or 'very enjoyable'. Well, thank you folks. Here's a brief selection.

You put both sides of the argument on global warming in an unbiased way.

**Male, 65-74, Salisbury**

Some interesting articles for those of us who are keen to promote carbon-free energy.

**Female, 55-64, Canterbury**

What was most enjoyable was, for the layman, there is a hell of a lot to take in, but don't let that stop you. Keep up the good work.

**Male, 45-54, Wimbledon**


Very enjoyable. It is fresh and thoughtful, and it manages to offer a variety of views.

**Female, 25-34, Bournemouth**

Good luck with this new and exciting enterprise.

**Female, 55-64, Dorset**

Please stop sending me this and stop wasting paper.

**Male 65-74, London** 

**Tell us what you think** (see page 24)



**Email:** [editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com)



**Visit:** [www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com)

**The next issue of  
B&GT is out on  
8 April 2011**

**blue&green**  
tomorrow



# It's that time again



**The end of the financial year and a budget is looming...**

## **A simple checklist:**

- ✓ Rebalance your investments for the years ahead. Don't assume your portfolio is ready for the next few years.
- ✓ Maximise your tax-efficient savings – allowances expire at the end of each financial year so don't waste them.
- ✓ Consolidate any debts into lower rates and maximise what you're paying back – interest rates will rise. Good news for savers; bad news for borrowers.
- ✓ Check your insurance policies and make sure they're fit for purpose. Many people are under or overinsured and it's worth checking you have the coverage you need.

**Speak to your financial adviser or see pp. 22–23 to find one who's local, independent and ethical.**

## NEWS

### Green bottles

Following a chat with a local landfill manager, Martin Myerscough discovered that one of the biggest problems is plastic milk bottles that take up a lot of space – especially when the caps are left on – and take 500 years to decompose. He went off to think about it and came



up with the idea of the green bottle – a papier-mâché outer case holding a plastic bag for the milk. And, of course, a cap. The end result is a bottle you can pull apart, the paper part of which can be recycled or composted. The recyclable plastic liner is 200 times smaller than its equivalent plastic milk bottle. The shell is made from office waste paper and the liner from already recycled plastic. The company's first customer was Suffolk's Marybelle dairy and its first stockist was the branch of Asda in Lowestoft.  
[www.greenbottle.com](http://www.greenbottle.com)

### The Earth's energy balance sheet

NASA had to abandon the launch of its latest Earth-observation satellite after signalling problems between ground support and the Taurus XL rocket. The \$424 million mission was to have studied the likely impact on the climate of solar emissions and small particles in the atmosphere called aerosols. These are both liquids and

solids. Essentially, the satellite will be looking at the planet's energy budget – the energy entering and exiting the atmosphere. By monitoring the Sun's behaviour and the aerosols' contribution to climate change, its data will enhance global climate modelling. With a bit of luck the re-launch will have happened by the time you read this.

### UN looks beyond CO<sub>2</sub>

The United Nations Environment Programme has reported on two short-lived but important contributors to the health of humans and of the planet ([tinyurl.com/5vpnapd](http://tinyurl.com/5vpnapd)). They are black carbon and ozone. Black carbon is usually the result of incomplete combustion and has a number of harmful effects on health, weather patterns and the retention of heat. Ozone, on the other hand, protects us when it's in the stratosphere but harms us in the troposphere. UNEP claims that, "If the measures were to be implemented by 2030, they could halve the potential increase in global temperature projected for 2050." The bottom line here is that measures taken now will have a much more rapid effect than the measures being taken to curb CO<sub>2</sub> emissions, though both are necessary. Examples of actions that can be taken now are methane recovery from hydrocarbon extraction and landfills, clean burning of residential stoves, diesel particulate filters for vehicles and a complete ban of field burning.

### Our sustainable future: Reports and a jam

Last year, IBM gathered leaders of industry, politicians, teachers, pupils and even Prince Charles together at Lancaster House to discuss sustainability. The proceedings, called 'Summit at Start', were conducted under the Chatham House Rule, in which *what* was said could be

reported but not *who* said it. Each day was dedicated to a different topic, from education to supply chain, and from people skills to energy. A number of reports on the proceedings are at [tinyurl.com/62xoxpb](http://tinyurl.com/62xoxpb). 'Start' is a national initiative by The Prince's Charities Foundation to promote and celebrate sustainable living.

Now, IBM is throwing the doors open, so to speak, to a business-focused online Jam (a series of lightly moderated debates) to build on the momentum, focus on practical action and draw in knowledgeable people, especially those who were unable to participate in the Lancaster House events. It's an opportunity to share real-world ideas, strategies and experiences and stimulate fresh thinking about sustainability in business. You can roam around the various discussions and learn a great deal, even if your contributions are minimal. The Jam will run from 5 to 7 April, and 'first come first served' registration started on 7 March.

### GMT, BST, now CST?

Proposals to move our clocks forward permanently are included in a tourism bill that should arrive any moment now, if it hasn't already. For it to be accepted, MPs from the devolved parts of the UK will have to agree. This applies especially to Scotland, which would be seriously affected. For every Southern argument in favour of a change, there's a Scottish argument against. The idea is to stay on Summer Time in the winter then move to double Summer Time in the summer. It would deliver lighter evenings, a tourism boost and a reduction in energy usage (heating and lights). However, it would mean darker mornings, especially in the North, resulting in traffic risks for children and general gloom (physical and mental) until

well after nine in the morning in the depths of winter. And CST stands for? Carbon-Saving Time, of course.

### US beef emissions

A report by the Union of Concerned Scientists takes a deep dive into the significant greenhouse gas emissions created during beef production. In particular, it focuses on methane and nitrous oxide, each of which is substantially more potent than CO<sub>2</sub>. The report, called 'Raising the Steaks' ([tinyurl.com/66347ph](http://tinyurl.com/66347ph)), concentrates on more environmentally-friendly ways of cattle rearing. While beef production global warming emissions are a small part of the total emissions from an industrial nation like the USA, the report has useful lessons for other countries where livestock-related emissions are a much higher percentage; up to 18 percent, according to the report. In the United States these emissions are 2.2 percent.



### Obama wants to cut hydrogen, fuel-cell and clean-diesel funding - USA

For his 2012 budget, President Obama proposes significant changes to clean-vehicle research funding. If he gets his way, electric-vehicle sales will be stimulated with \$588 million while the budget for hydrogen and fuel-cell technologies will be cut to \$100 million from \$170 million in fiscal year 2010. While an irritating prospect in the short term, it's likely that commercial organisations will consider supporting the most promising lines of development. He also wants to stop funding a five-year-old programme that supports the retrofitting of equipment to diesel vehicles to reduce their pollution.

### House vetoes IPCC funding - USA

In the early hours of 19 February the Republican-dominated US House of Representatives voted to defund the Intergovernmental Panel on Climate Change (IPCC). This doesn't mean it will happen; it would first have to be ratified by the Democrat-dominated (just) US Senate. It is, however, a straw in the wind. The IPCC has already admitted to making misleading statements. Perhaps it has done the job it set out to do. The end, in this case, could be said to justify the means. Whole industries have sprung up to help us live more in harmony with our planet.

### \$8bn demanded from Chevron for Amazon pollution - Ecuador

The Provincial Court of Justice of Sucumbíos in Lago Agrio, Ecuador, has fined Chevron \$8 billion for dumping more than 18 billion gallons of toxic sludge into the Amazon River. The pollution has allegedly destroyed large areas of the rainforest as well as causing cancer, miscarriages and birth defects. The damage was done by Texaco Petroleum before Chevron bought the company. It denies responsibility and is calling the judgment "illegitimate and unenforceable", stating: "It is the product of fraud and is contrary to the legitimate scientific evidence." Both parties are awaiting the outcome of an international tribunal in The Hague.

### Farmers taught to increase fair-trade coffee sales - Brazil

Coffee cooperatives are being shown how they can increase their sales in the USA through a \$400,000 environmental education scheme funded by Green Mountain Coffee and the US Agency for International Development (USAID). Fair Trade USA is leading the programme and providing staff and expertise. Through environmental certification of both land and coffee, the smallholders should end up satisfying the legal requirements of their country and the quality needs of their customers.

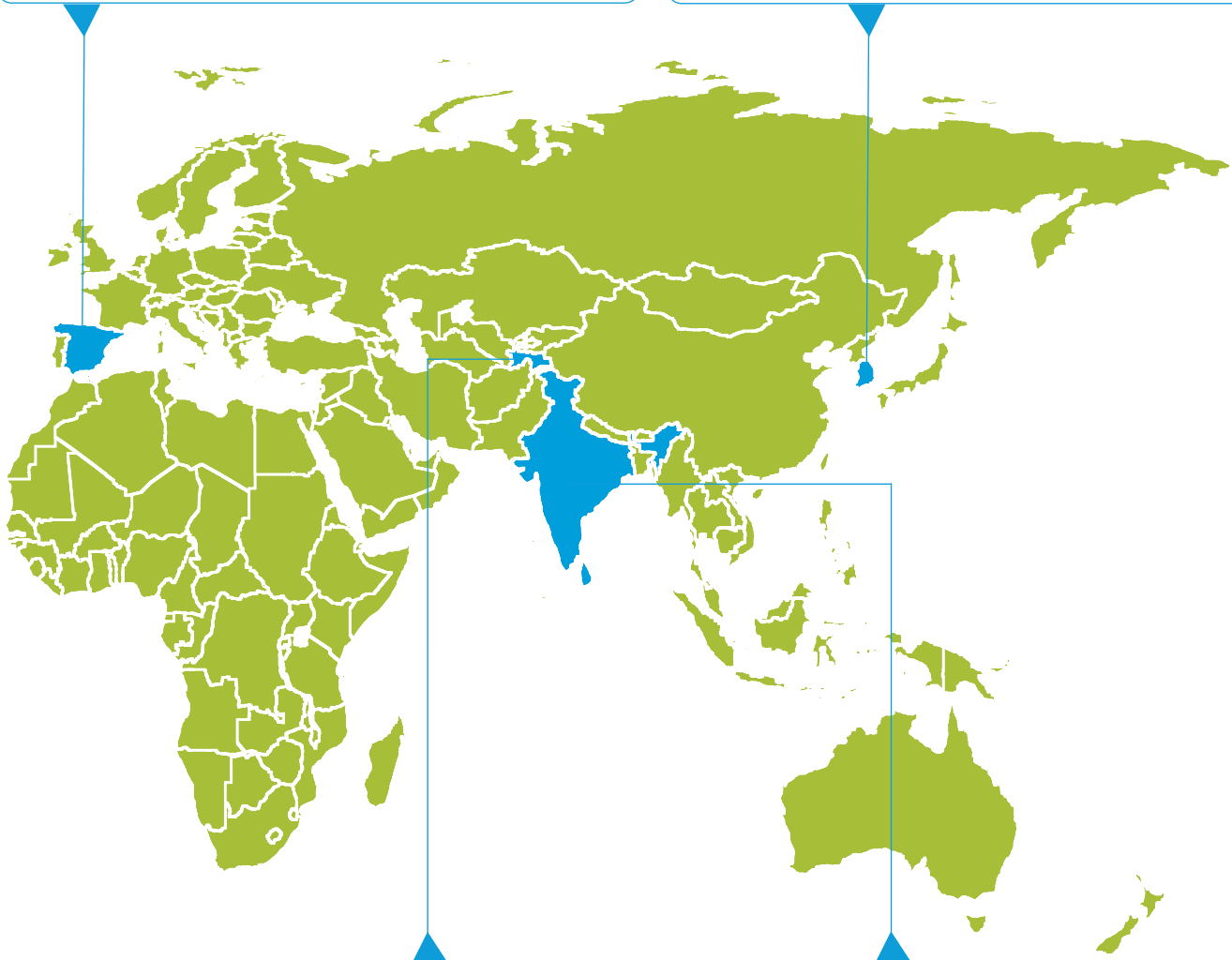


## Madrid mayor fudges figures – Spain

Alberto Ruiz-Gallardón, the mayor of Madrid, impressed many with his claim that “Today we have better air quality in Madrid than ever before.” Sadly, it wasn’t true. In 2009, almost half of the pollution monitors were moved from the sides of busy streets to gardens and parks. Mind you, we shouldn’t crow too much; London exceeds EU limits too. We’re currently asking for more time to get it sorted out.

## Maersk Line to slash container-shipping emissions – Korea

Daewoo Shipbuilding & Marine Engineering has won the contract for building huge container ships designed to cut the carbon-emission intensity of each container shipped to half the average of vessels on the Asia-Europe route. It will do this partly through the sheer size of the vessels, but also through smaller engines and use of a waste heat recovery system. It will also have a ‘cradle to cradle’ passport that will enable all parts of the ship to be reused, recycled or otherwise disposed of safely.



## Reality of life on renewable energy – Tajikistan

Tajikistan, just off the northernmost tip of Afghanistan, is celebrating the end of electricity rationing because the reservoir feeding the hydroelectric plant filled a month early. During the spring and the summer, the country produces so much energy the excess is exported to neighbouring countries. Then, in the winter, it has to be rationed. Unlike us, these people experience a direct link between the weather and their well-being.

## Electricity from rice husks – India

In the rice-growing areas of India, they have plenty of rice husks but not a lot of electricity. Gyanesh Pandey and Ratnesh Yadav have figured out a way of using the husks to generate biogas, which powers electricity generators. After building a unit, they needed exposure, which is where Manoj Sinha and Chip Ransler, students at the University of Virginia, entered the picture. They raised the profile of the device and Husk Power Systems was born.

[www.huskpowersystems.com](http://www.huskpowersystems.com)



**A bespoke e-newsletter  
direct to your inbox**

In addition to this great magazine that we're going to send you 10 times a year, you can subscribe to a fortnightly e-newsletter to keep you up to date with the latest news and developments.

**A fortnightly look at  
the key issues**

All the information you need to help you invest responsibly, travel sustainably, shop ethically and use clean energy at home, on the road and at work

**Sign up now and join  
in the big debate**

The latest news, the latest offers and your chance to participate in the key issues and discussions. Use the *Blue & Green Tomorrow* e-newsletter as a fortnightly window on the world.

Sign up to our e-newsletter at

**[www.blueandgreentomorrow.com/register](http://www.blueandgreentomorrow.com/register)**



## NEWS

### Oh, wheely?

Taking a leaf out of the self-balancing Segway playbook, Shane Chen ([www.inventist.com](http://www.inventist.com)) figured that a one-wheel vehicle would be easier to carry and store and cost less.



Called the SoloWheel, it's also hands-free. It relies on your body position to speed up, slow down or turn left and right. The battery has a two-hour life and can be recharged in 45 minutes. You stand on little fold-out platforms and press your legs against protectors on the side of the device. Looks like fun. It should be available in the USA for \$1,500 this month.

### Carbon trussed?

The Carbon Trust has done much in the past 10 years to raise awareness in business of the advantages of lowering carbon emissions. It claims to have helped its customers save around £2.6 billion and helped direct over £2 billion of third-party investment into carbon reduction and low-carbon technologies. It has certified over 400 companies and the carbon footprints of almost 6,000 products to its exacting standards.

You could argue that it's done a fine job and created the momentum necessary for further change. In other words, it's helped put CO<sub>2</sub> on the map. Perhaps this is why the Government has cut its funding by about 40 percent for the coming financial year. It will still get £50 million, which, in these financially constrained times, is a reasonable wedge. And it's a

good basis for building a more financially independent and, perhaps, global authority. As Chief Executive Tom Delay says, "we are actively pursuing significant partnership opportunities to rapidly scale up and expand our work both in the UK and overseas".

### A self-sufficient Isle of Wight?

Hot on the heels of a proposed 76-square-mile offshore wind farm to the west of the island, the Isle of Wight council reveals that it's getting serious about installing tidal energy. In fact, it has submitted a £21 million bid to the Government's Regional Growth Fund to support the building of a major marine energy hub. It will establish a research and development centre and test some 1 megawatt devices and 10 megawatt arrays. The idea then is to facilitate the manufacture of the tidal turbines on the island, although this work could go to the mainland.

A decision on funding is due in June. The project then needs to find a further £9 million from EU funds and private investors. Planning permission will probably take a further year to secure.

Following the trials, plans are afoot for a 100-megawatt project with, perhaps, a 250-megawatt one after that. This latter project would be enough to power the whole island, but would also cost around £1.1 billion, which would need to come from private finance.

### Cut your PC's carbon footprint

If you want to cut your Windows PC's energy consumption without doing anything (apart from downloading some software) head off to [grano.la](http://grano.la). You can get a free copy for your own machine or pay for an enterprise version. It embeds itself inside your computer, where it works its magic. Any time you want, just click the Granola icon to learn how many kilowatt/

hours you've saved and what they're equivalent to in terms of refrigerators and light bulbs (CFLs and LEDs, of course). It also translates them into money, kilograms of CO<sub>2</sub> and the percentage of CPU energy you'd have otherwise spent. It's not exactly new — it was launched on Earth Day last year — but it was new to us. It does work; we've checked it out.

### Fair weather e-fun?

Smart has announced a dinky little two-seater electric sports car called the Forspeed. Its attractive looks are quite enough to make you forget your good environmental intentions (and common sense). At least you won't be emitting fumes while you're driving it. A quick charge from a conventional 220-volt socket will get the battery to 80 percent in 45 minutes. Fully charged, it has a claimed



range of 135 miles. Worried about rain? No problem, even if you leave the tonneau cover off, drainage channels in the seats, holes in the floor and waterproofing everywhere minimise the inconvenience.

Only one flaw: it's a concept car for the Geneva Motor Show, so may never see the light of day, although Mercedes expects some of the ideas to make it into other vehicles. Sorry.

### Rating the raters

A veritable industry has sprung up of companies assessing the sustainability credentials of other companies. SustainAbility has produced an interesting report into the strengths and weaknesses of these rating organisations. It has also distilled some best practice from its research. It's nice to see EIRIS cited in

the report as an example of a charity offering best practice.

The report represents the third, and probably most interesting, stage in a four-stage project. If you register, you can download all the reports from [tinyurl.com/4pn2syh](http://tinyurl.com/4pn2syh). The latest gives you a good idea of what to look for in a good rating agency. If they're opaque about their methods (usually to stop competitors nicking their ideas) or fail to communicate clearly (so you'll pay them more to explain) you know you have a problem. But the report goes much further than that, looking at quality assurance and control. Do the raters just throw out questionnaires, or do they engage with the companies they're rating? Do they just concentrate on the past, or do they make objective assessments of the clients' readiness for the future?


If you're into due diligence and want to check out the certifications brandished by the companies you're interested in, this report should help shape your thinking and decisions.

### Curtail corporate power

Annie Leonard, best known for *The Story of Stuff*, is taking on the US legislature and giant corporations.

A decision by the Supreme Court to give corporations the same freedom of speech rights as individuals led directly to them using this to influence election outcomes. They can spend fortunes on adverts and documentaries to get 'their' people elected. Once in, of course, they can vote in line with the corporations' wishes.

Leonard believes an amendment to the law is needed as a matter of urgency and she's created a new animation ([tinyurl.com/6bfowq2](http://tinyurl.com/6bfowq2)) to explain her reasoning and make her appeal to real people.

Her movie contains lessons for us all. 

# Forestry Futures

*Nick Slawicz considers the issues facing the Government's new forestry panel.*



There has been a stirring in the woodlands of Britain for several months now, and it has nothing to do with badgers coming out of hibernation. The Government's plans to sell off chunks of the nation's forests have met with massive opposition, to the extent that David Cameron and Environment Secretary Caroline Spelman were forced to back down from their plans.

Could there have been some benefit to the sell-off that wasn't immediately obvious, though? And why did people react so strongly to the idea when it was first publicised?

## The case for the sale

The primary benefit for a recession-troubled Britain has to be financial. The sell-off of 150-year leases was expected to raise some £250 million for the Treasury at current land rates, with another £100 million over four years to be gained from the sale of 15 percent – money that would certainly come in handy, especially with the cuts that need to be made in order to keep government departments afloat.

But it's not just about money; proponents of the scheme have suggested there is nothing to worry about. After all, three-quarters of England's forests are already helped along by private subsidy, and similar schemes in New Zealand, South Africa and Australia have met with resounding levels of success. As for the appeals to nostalgia – for the forests of Robin Hood and his Merry Men, back in the days when England was a wooded land through and through – they are unfounded and without merit. Today's woodlands comprise mostly dense conifers, far from the romanticised notions of ash, beech and oak that are the stuff of legend. Even beyond that, analysts working for the Adam Smith Institute have suggested that selling off the nation's reserves of non-wooded farmland – also the domain of the Forestry Commission, and subject to the same 15 percent sales limit – could net the country £4.3 billion of much-needed funds, some of which could go back into the nation's preservable woodlands. With 70 percent of Britain's woodlands already under private ownership, it seems clear that the system works, and that localised maintenance by councils and private groups is the way forward when it comes to protecting the nation's forests as a whole. Sentimentalising the issue does little to move the country forward or keep the balance between man and nature.

## The case against the sale

The simple truth of it is that the people have spoken: the sheer scale of the opposition to the scheme is evidence that continuing with the sale would amount to political suicide. Given the furor over the Coalition's shake-up (or, depending on who you ask, shake-down) of student funding late in 2010, Cameron and Clegg simply could not afford to carry the plan through.

As for the £250 million figure that has been bandied about: what's a quarter of a billion in this day and age? In fact, it's the exact figure that critics of the campaign for an alternative voting system state the referendum (due in May) is going to cost the country. The forests have been around for hundreds of years; but the money could be gone by the summer – and into the Treasury, not into maintenance of the remaining forests. Is that really a fair trade? Can that really be a sustainable model for the Conservatives' claim to 'big-picture thinking'?

The forests need help. They are not an Etch-a-Sketch feature of the landscape that can be shaken clear and redrawn with ease. Instead, they are like anything worth having: deserving of care and attention, of preservation, and of use – as they are, not for their potential to be the new site of office buildings, hypermarkets and car parks. Yes, this help will cost money, and yes, money is a little lacking in the nation's coffers at the moment – but to begin the dismantling of a valued natural heirloom to make a quick buck is startlingly short-sighted. With many issues linked to the environment, the argument is that we should act now, before it's too late and our laissez-faire approach leads to disaster in the future. The three-month consultation period was not a debate about *whether* or not to dispose of the land, merely about *how* to go about it. It can hardly be sensible to assume the validity of such a course of action without giving it proper consideration; and, in this case, we were right not to jump to a hasty decision.

A recent YouGov survey suggested that 84 percent of people think the nation's forests should be kept under state control and preserved for the enjoyment of future generations; only 2 percent of those polled disagree. Thankfully, sense has prevailed and the value of history has outweighed the value of quick cash this time. However, constant vigilance is needed to ensure that our woods remain not only ours, but our children's too. 🌍



# ECosta Rica?

*Costa Rica offers a range of eco-friendly holidays. Tom Barber takes a tour.*

Several destinations around the world have jumped on the eco-tourism bandwagon purely because they feel it's a canny marketing hook. But not Costa Rica – a country that has been walking the environmentally-friendly walk for decades.

The country has hundreds of accredited eco-lodges. At 25 percent, its national parks represent the highest proportion of any nation's land mass on the planet, and even the tourist board's slogan is 'No artificial ingredients'. For a pocket-sized country, there's an extraordinary diversity of ecosystems, from the wetlands and turtle sanctuaries of the Caribbean coast through the upland cloudforests of its central mountainous spine to the tropical rainforests on its Pacific coast.

The capital, San José, is the starting point for inbound visitors and, while pleasant enough, probably doesn't warrant more than a night or two's stay after the flight from Miami. Then it's best to head east to the Caribbean and work your way west to the Pacific.

## Caribbean

The key destination on the Caribbean coast is the Tortuguero National Park, one of the last large areas of tropical rainforest in Central America. These forests are bisected by a latticework of slow-moving tropical rivers that's home to river otters, caimans, monkeys and birds such as toucans and eight species of parrot. The best way to explore is in flat-bottomed and open-topped boats in the company of an – invariably excellent – guide. Visitors are given full-length ponchos on board because, this being rainforest, it can and very often does chuck it down for about five intense minutes. The park's beaches are also a prime nesting ground for endangered green turtles, which come ashore to lay their eggs between June and October. You can even enrol as a conservation volunteer to help the rangers patrol the nesting areas during these months.

## Cloudforests



Next stop: the cloudforests of Monteverde and the smoking presence of volcanic Mount Arenal and surrounding hot springs in Costa Rica's mountainous interior. The thermal waters here extend to the pool at the Arenal Nayara Hotel, the best place to stay near the volcano. The Monteverde cloudforest itself is also something of a statistician's dream – think eight different ecological zones, 100 species of mammal, 400 species of bird and 1,500 plant varieties. Do keep your eyes peeled, especially for the resplendent quetzal, the emerald tucanet, white-faced and howler monkeys and the endangered jaguar.



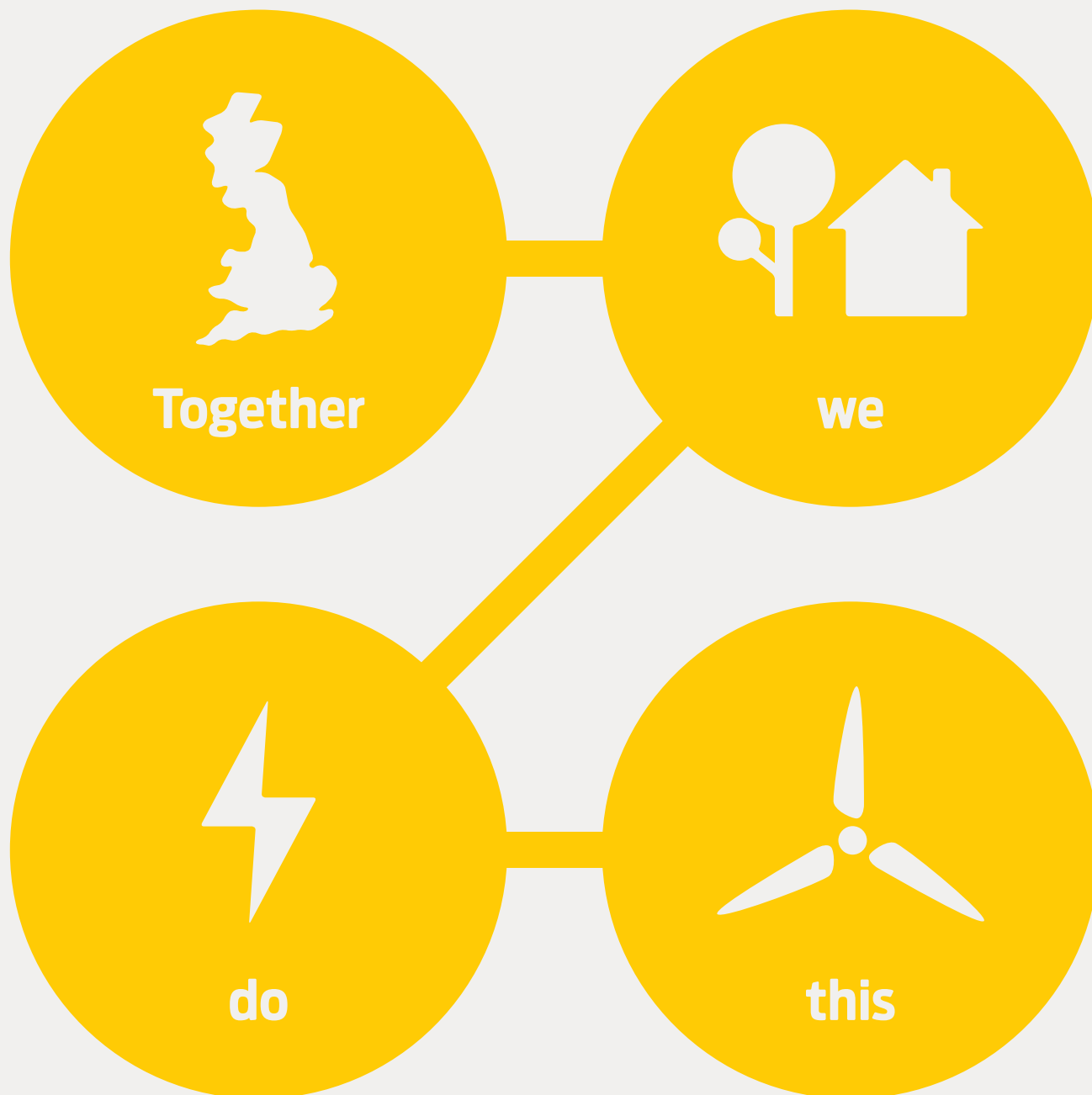
## Pacific

On the Pacific coast, the Osa Peninsula is "the most biologically intense place on earth", according to *National Geographic*. On arrival at the wonderful Lapa Rios eco-lodge, the walk to the guest rooms might as well be a safari, thanks to the number of animals spotted en route, including monkeys, coatimundis and cane toads the size of large cannonballs. It is an incredibly comfortable place to stay. The lodge sits in 1,000 acres of pristine primary rainforest and is almost entirely self-sustainable, with palms planted to replace old thatch for the roofs and solar panels to heat the water. Guests pre-order meals to cut down on food waste and the local community benefits hugely from the lodge, which paid for a village school.

Lapa Rios could also be your base to explore the 43,000-hectare Corcovado National Park, with its ecosystems of rainforests, swamps, rivers, lagoons, marshes and beaches. It is home to endangered species such as Baird's tapir, the white-lipped peccary, jaguars, ocelots, crocodiles, giant anteaters, scarlet macaws and the harpy eagle. In fact, the catwalk show of creatures continues beneath the waves at Cano Island, a biological reserve that offers superb snorkelling and, for experienced divers, excellent deep dives. If you have the skill you can see large schools of jacks, barracudas, manta rays and sharks, as well as migrating humpback whales in December and January.

By now you will also have adapted to a different daily rhythm and become a bit wild yourself. When staying in these remote lodges, it's impossible to sleep once the dawn chorus, led by the howler monkey (the loudest of all land animals), kicks off. However, come the evening there's very little to do after dinner, so most guests retire to bed early. It all feels rather natural and completely in keeping with the place. 🌿

*Original Travel (020 7978 7333, [www.originaltravel.co.uk](http://www.originaltravel.co.uk)) offers trips to Costa Rica at prices starting from £3,500 per person. It may sound a lot, but it includes your return international flights via Miami, your domestic flights, all your transfers and 14 nights' accommodation in Central Valley, Tortuguero National Park, Osa Peninsula, Arenal, Monteverde and Nicoya Peninsula (where you can kick back and enjoy some well-earned beach time). All breakfasts are included and you get full board at the lodges in Tortuguero National Park and Osa Peninsula.*



### Green electricity

Good Energy is leading the way towards a natural, local, renewable energy future - we're the UK's only dedicated 100% renewable electricity supplier. Our homegrown electricity comes from the wind, water, sun and sustainable biogeneration. Not only this, but our main electricity tariff is independently certified 100% green.



### Investment

This week, we're celebrating the launch of our new wind farm at Delabole, North Cornwall – the first of many planned new wind farm developments over the next five years; which should supply enough renewable energy to power a town the size of Weston-Super-Mare.

[www.goodenergy.co.uk/  
delabolecelebration](http://www.goodenergy.co.uk/delabolecelebration)

### Price Freeze

And while most energy prices have gone up, Good Energy is planning to freeze our prices for as long as possible.

**Switch now and  
quote 'Blue and  
Green' and you'll  
get £50 off your bill**

0845 456 1640  
[www.goodenergy.co.uk](http://www.goodenergy.co.uk)



# Alquity - An Investment Model with a Heart

*David Tebbutt gives us the lowdown on Paul Robinson's fund that helps Africans.*

Not so long ago, you'd have wondered who on earth would want to invest in countries like Brazil, China, Russia or India. Yet, in the past decade, they've developed quite remarkably. Now, despite the problems in North Africa, some would say that Africa as a whole offers fantastic development potential.

The Alquity Group, established 11 years ago, believes this to be the case and has started an Africa fund to help investors and ordinary Africans benefit from its activities. Not only does it invest in African companies and companies whose main business is in Africa, but it also donates a minimum of 25 percent of its management and performance fees to microfinance initiatives run by Opportunity International. Alquity Chairman Paul Robinson believes its fee structure is mid-range compared with similar operations, meaning that investors aren't penalised for doing good.

Alquity's investments are highly liquid – 90 percent of its holdings could probably be sold in three days and the remainder in a few more. It invests in substantial organisations with good prospects and is careful about which parts of Africa it considers. At the moment it's investing in 11 of the 54 countries that make up the continent, the land area of which is so large it exceeds that of the USA, China, the EU and India combined.

According to the US Geological Survey, Africa has 89 percent of the world's platinum, 74 percent of its chrome, 60 percent of its diamonds, 51 percent of its phosphates, 12 percent of its oil and 9 percent of its natural gas. And the figures for the last two are likely to be a gross understatement, as new discoveries are being made all the time.

The altruistic angle isn't new to Alquity – the firm's name is a blend of 'altruism' and 'equity'. Its primary purpose is to deliver attractive returns regardless of ethics or social concerns. But then it believes in transforming lives through donations and sustainable investments. It takes its prospects' environmental, social and corporate governance (ESG) stance into account, not least because it leads to better returns. It also takes RiskMetrics company ratings into consideration.

**“it believes in transforming lives through donations and sustainable investments”**

Paul Robinson is the mastermind behind this operation. He is also a trustee of the One Foundation and its trading arm, Global Ethics. He's a serial entrepreneur who believes in 'profit for a purpose'. The One Foundation sells condoms and uses the profits to fund HIV/AIDS projects in Africa. Profits from its bottled water help fund 'play pumps', which are roundabouts that pump water up into accessible storage from deep underground. In each case, the connection between purchased product and benefit in Africa is clear. The same goes for investment funds and microfinance – there's a strong resonance between the two.

It's early days for the fund, launched in the UK and Europe last June. While the parent group manages \$130m in funds, Alquity Africa has so far grown from \$1m to \$5.14m. Robinson is on record as hoping to create 100,000 jobs in Africa by 2012. A



sustainable job costs around £60 to create and each job supports around five people. Since performance fees don't materialise until mid-year, it's not really possible to measure progress towards that goal yet.

On the subject of giving investment advice, when pressed, Robinson said, "What investors choose to do depends on their risk profiles. But ask yourself about the prospects of Europe and the USA by comparison with developing countries." He illustrated this with charts showing returns between 2000 and 2010, based on Bloomberg figures. The MSCI Developed Markets grew 32 percent while the Emerging Markets grew 350 percent. Both dipped substantially in 2007/8 but the Emerging Markets has made a slightly stronger recovery. Alquity is banking on the African markets performing in a similar way, recommending investment for at least three to five years.

The company's top 10 holdings at the end of December represented about a third of the portfolio. In order of size, these were in South Africa, Nigeria, Egypt, Zambia and Ghana. Egypt is the only one that has been subject to recent upheavals. In sector sequence they were telecommunications, materials, energy, banks, food retailing, media and pharmaceuticals.

Robinson likes to contrast general perceptions of Africa with today's realities. Where others see dictatorships and conflict, he sees advancing democracy. In place of disease and famine, he sees improving development. And where others perceive economic stagnation, he sees growth. The evolution will take time but investors in the Africa Fund, in theory, can do themselves and others good with very little effort. To pinch a phrase from Robinson, it's "armchair philanthropy".





originaltravel

## Explore the eco-diversity of Costa Rica

Discover the wetlands and turtle sanctuaries of the Caribbean Coast, cloudforests in the mountains and tropical rainforests on the Pacific Coast.

With experiences starting from £3,500 per person, it's time to book a trip of a lifetime.

020 7978 7333

[www.originaltravel.co.uk](http://www.originaltravel.co.uk)

facebook YouTube twitter

**blue&green**  
travel





# Profit from Solar

*Will Vooght investigates the financial opportunities in small-scale solar power.*

Following the introduction of the Feed-in Tariff in April 2010, many people took the view that putting your money on your roof in the form of solar PV panels could be a wiser alternative than sticking it in the bank.

PV isn't cheap – which is why payment for small solar generators has been set high. This puts it on a level playing field with other generation technologies and encourages investment. But not everyone's got £10,000 or more to invest in their own renewable generator, so several schemes have recently sprung up offering individuals the chance to 'rent out their roof' to a PV installer. The householder benefits from free electricity while the installer collects the FiT payments – a concept known as 'PV for Free'.

So, are you better off paying to install your own system, or taking advantage of a PV-for-Free scheme?

## Investing in your own generator

If you've got the cash and are planning on staying in your property for a while, investing in your own generator is not only sound environmental practice – it's a good economic one too. For a modest-sized, well-positioned system (say, 2.5 kilowatt peak, costing around £12,000) you could expect a return of around £1,000 a year. Taking into account the money you'd also save on your electricity bill, your investment should pay for itself in around 10 years. And payments are not only index-linked, but also guaranteed for 25 years, so you'll be in profit for another 15 – more than doubling the return on your initial outlay.

**“your investment should pay for itself in around 10 years”**

If you haven't got cash to invest up front, accessing a decent loan might be the next best option. If you borrow at a typical rate of 8 percent, your PV should have covered its costs over 15 or 16 years. That should give you something like 10 years of interest-free earnings.

## PV for Free



However, if you don't want to invest your own money or accept the risks of borrowing, PV for Free can be an attractive option. In return for 'renting' your roof, you can claim the FiT and exported

energy payments, but all the electricity you generate and use from the panels is free. This could save around £140–£150 a year on your bills; more if you're able to increase your electricity usage during the daytime, when the panels generate most, and reduce it at night.

While the quantitative arguments appear to favour installing your own system, there are qualitative reasons for choosing PV for Free. For example, installing and maintaining the system is someone else's responsibility and it's in their best interests to make sure it's working optimally. Some companies also give you the option to buy the system from them once they've installed it, so you can 'try before you buy'.

The Government recently announced an early review of the Feed-in-Tariff, sparked by the popularity of large-scale solar schemes, such as solar farms. However, it's expected to target schemes above 50kW, so domestic-scale PV systems should continue to receive a similar level of FiT payment as they do now.

## Solar hot water



Another option to consider is investing in solar thermal technology, which uses the sun's power to heat water. These systems require a lower initial investment than solar PV, typically around £4,000, and can help you make considerable savings on your hot water heating costs, particularly during the summer months. There are plans afoot to reward solar thermal generators too. The Government sees renewable heat as a priority area for growth and is expected to announce shortly the details of a renewable heat incentive (RHI), aimed at being operational from June 2011. In a scheme similar to the Feed-in Tariff, the RHI will make payments each calculated on the annual amount of renewable heat produced each year, with tariff levels dependent on the technology chosen.

RHI is not a new idea, though. Good Energy's own, somewhat pioneering version of a renewable heat incentive, financed by customers on its Gas+ tariff, is called HotROCs and has been running since September 2008.

If you're a homeowner interested in generating your own solar power, it can only be a good thing that so many technologies are available. However, do make sure you fully understand your options so you can determine the right choice for you. 🌍

To find out more, visit [www.generateyourown.co.uk](http://www.generateyourown.co.uk)



**Clare Brook, fund manager**

It is hugely encouraging that over half of all British adults with investments want not only to make money but also to 'make a difference'. The question is how they should go about it. One route is to invest in mainstream shares, taking care to ensure the fund manager

is actively engaging with company management, encouraging them to be more responsible towards the environment, their employees and wider society.

Another way is to ensure the companies invested in are providing solutions to society's most serious problems, rather than simply being part of the problem. The top 10 holdings of most ethical funds are a combination of banks, telecom companies and supermarkets. Some also hold mining and oil companies, usually justified by claiming they are the 'best in breed' of these sectors. By investing instead in the growing 'thematic' sector, people can own investments in companies in the alternative energy, energy efficiency, recycling and water sectors, for example. Not only are these companies 'making a difference' but, in many cases, they offer exciting growth opportunities. No wonder this sector totals, as Penny says, €1.2 trillion and is growing rapidly. People are realising it's a viable alternative to traditional ethical investing.

*Clare Brook is fund manager of the IM WHEB Sustainability Fund.  
www.whebam.com*



**Huw Davies, banker**

Penny's quite right when she mentions the choices now available for being green or ethical with your finances.

While fair trade helps improve lives for producers in the developing world, and organic has environmental and possible health benefits, finance has a

far wider impact – because it's interconnected with all areas of the economy and life. Choosing ethical finance is one of the more powerful things you as a consumer can do.

In light of recent events, people are considering a change to their banking arrangements. Indeed, recent research conducted by Opinium shows that many people can't find a single reason to recommend their current bank. And for 37 percent of those who won't recommend, it comes down to their bank's financial excesses in terms of hefty bonuses and excessive profits.

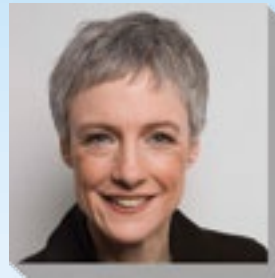
Sustainable and ethical banking aims to show customers that a bank can have a positive impact on society and the environment. Such financial institutions want people to take an interest, to become involved and to look more closely at how their savings are invested.

Triodos customers, for example, can rest assured that their money is actively doing good and not just avoiding harm. Triodos publishes details of every business it lends to.

*Huw Davies is head of personal banking at Triodos Bank.  
www.triodos.com*

# The World of Eth

*Penny Shepherd gives the case for ethical investing from each segment of the community.*



**Penny Shepherd,  
Sustainable Investment  
& Finance Association  
(UKSIF)**

Many of us are increasingly concerned with the wider impact of our purchasing choices. Household spending on

ethical goods and services has grown by 18 percent over the last two years, despite the economic downturn, while the financial crisis has prompted a new level of concern about whether investments and savings are 'socially useful'. As a *Financial Times* article last year said, "One positive result of the credit crisis has been a renewed interest in the purpose of investment; owning assets that will add value to society rather than financial engineering."

This growing awareness and concern is fuelling a movement towards more sustainable and responsible financial services. Much like the decision to buy ethical or fair-trade goods, you can now make corresponding choices when it comes to your savings and investments.

Those who would like their money to make a positive contribution to the world are not alone. Research for National Ethical Investment Week in 2010 found that more than half (54 percent) of all GB adults with investments want to make both money and a difference. Only a small percentage of people are willing to make a trade-off, though, to accept a lower financial return. Many are also more concerned about understanding the risks involved in how their money is invested – is it invested in ways that have high social and environmental risks that are not being recognised, in the same way that the risks of some business practices before the financial



# ical Investment

*ethical investment and participants  
y provide their reactions.*

crisis were not recognised? The BP Gulf of Mexico crisis is a high-profile example that illustrates the validity of this concern.

Across Europe the sustainable and responsible investment market now totals €5 trillion, which includes €1.2 trillion invested in core strategies like thematic investing using sustainability themes (for example, water, sustainable forestry). These figures represent growth of just under 90 percent in two years. In the US the most recent estimate is that one in nine dollars invested in financial markets specifically takes sustainable and responsible investment issues into account.

This market growth has led to a greater range of available solutions and products. There are sustainable and responsible options when it comes to investments, banking, ISAs, pensions, insurance and even mortgages. For example, there are now more than 90 green and ethical funds available in the UK. As well as having different financial characteristics, these funds address a range of issues – from opportunities to invest in businesses tackling today's challenges, such as climate change and resource scarcity, to options for those wishing to avoid investing in certain industries or products.

As the UK and, indeed, the world face an increasing array of social and environmental challenges, sustainable and responsible investment and money management represent an opportunity to benefit financially from new opportunities in this area, while at the same time contributing towards finding solutions that will improve all of our lives, now and in the future. 🌍

*Penny Shepherd MBE is Chief Executive of UKSIF, a membership network for sustainable and responsible financial services.  
[www.uksif.org](http://www.uksif.org)*



**Julian Parrott,**  
financial adviser

Fundamentally, I agree with Penny. Interest in ethical and sustainable investment has grown significantly over the last 5 to 10 years. This reflects the growing awareness of environmental issues amongst the public and what might be called the 'fair-trade effect', where a niche product has emerged into the wider market and become more readily available. While an increase in investable environmental solutions has boosted the sustainability sectors, the recent banking crisis has also served to remind the public what happens to their money. It's led to a growing interest in how savings are invested.

In the wider adviser community we have seen the 'ethical question' become increasingly important. Where they would once have shied away from asking clients about their concerns, these days, with the help of organisations like UKSIF and the EIA, which provide help and support with sector knowledge and engaging clients, they are finding such questions more and more relevant. The wide choice of available investment opportunities now gives genuine financial planning options for clients at all stages of life, regardless of their financial objectives and whether they want to just dip their toe in the green water or dive right in.

*Julian Parrott is a partner with Ethical Futures.  
[www.ethicalfutures.co.uk](http://www.ethicalfutures.co.uk)*



**Matt Holt, investor**

I don't really think of any investment I make in terms of its being 'most socially useful' but I do look for the 'least damaging'; investments that don't seem actively to hurt anyone. I'm sure this will seem unduly cynical to some and painfully naive to others.

Once I've ruled out any options where I can draw a clear and direct line to business areas I'm uncomfortable with, I'm pretty much left with funds that list themselves as ethical. On some level I hope that if enough people take this view it might have a wider effect on the investment market but, really, this is just about what I feel comfortable with as an individual.

The idea was to invest some money to put something aside for my kids (nine-month-old twins) so it would be a tad counter-productive if said funds are contributing towards bugging the world up. If I'm going to do that, I might as well spend the money now on a nice holiday for us all while there are still holidays to be had.

So I've opted for a slightly lower return on my money and a conscience that will let me sleep at night. Having said that given that the twins won't let me sleep at night maybe they deserve to have my money invested in guns and pollution and stuff. (Joke.)

*Matt Holt is a private investor.*



# tempus fugit

## Time flees for tax-free savings

Each year you can invest a sum of money in an individual savings account (ISA) and pay no tax on the interest.\* That's right; pay not one penny of tax on the interest. But you only have until the end of the tax year (5 April) before you lose this year's allowance.

You get a new allowance each tax year but every year's lost allowance is a tax-free allowance gone forever.

Act before 5 April to make the most of your £10,200 tax-free savings allowance.

See pages 22–23 for a guide to your local independent and ethical financial adviser to help choose the best ISA for you.



\* Provided you stay within HM Revenue & Customs guidelines. In accordance with the Financial Services and Markets Act 2000, Blue and Green Communications Limited does not provide regulated investment services of any kind, and is not authorised to do so. Nothing in this magazine and all parts herein constitutes or should be deemed to constitute advice, recommendation, invitation or inducement to buy, sell, subscribe for or underwrite any investment or savings of any kind. Any specific investment-related queries or concerns should be directed to a fully qualified financial adviser.

# Green Dragon: Julian Parrott

*Lori Heaford uncovers Parrott's passion for punk.*

Julian Parrott is an interesting man: an independent financial adviser specialising in ethical investment; a keen activist in the development of ethical finance; and a punk. If the punk era taught us anything, it's the value of getting involved to make a difference – and Julian Parrott is doing just that.

## The roots

Julian lived in birthplace London and Gibraltar before moving to Scotland aged 10. As a teenager in Dunfermline, Fife, in the 1970s punk rock enabled him to make sense of social issues such as unemployment and industrial unrest, the Vietnam War and nuclear threat, class divides and racism. As Julian says, genuinely political bands like The Clash pioneered “left-wing thinking for a generation”. It's certainly shaped the course of his life so far.

With a degree in Business Studies from Napier College, Edinburgh, Julian joined Dunfermline Building Society, in time becoming branch manager and relocating to his current home, Perth. The fit wasn't quite right though – too much schmoozing – so he switched to the more promising life and pensions side of the industry in the 1990s.

It was a pretty grim period to be in financial sales – targets were all-important, irrespective of the quality of the advice. Nobody thought about the ethics of how money was invested. After a decade of being immersed in such cynical financial practice, Julian wanted a way to align his work with his political values.

His burgeoning interest in ethical investment led him to join the Ethical Investment Cooperative (EIC) in Edinburgh, which offered a regulatory umbrella to five sole-trader advisers working in different parts of Scotland. But, although the idea was great, there was no unity among the advisers' business models.

So in 2005, together with colleague Martin Wight, Julian set up Ethical Futures – an ethical company that helps people plan for their futures. A core value of the company is doing right by its clients, even if that means forgoing immediate income. And its purist approach is proving popular – Ethical Futures advises only on ethically-screened investments, with no mainstream unscreened funds at all, yet its business is both profitable and stable. It just goes to show what can be achieved.

His involvement in ethical investment doesn't stop there, though. Not only does he liaise with leading NGOs in Scotland, but he also chairs the national Ethical Investment Association (EIA), where he helps steer adviser activities, and sits on the board of directors of UKSIF (the UK Sustainable Investment and Finance Association), where he has strategic influence over the future direction of the ethical finance debate.

## The man

Julian shares his home with his wife Catherine, deputy head of a local state primary school, and two cats named Bella (after Belladrum festival in Inverness) and Skye (after a visit there, to carbon-offsetting company Future Forests' plantation, Rebel Wood, established in honour of early backer Joe Strummer).

A fan of both films and music, Julian's tastes are, unsurprisingly, left-field. Musically, it's a varied mix, from bebop to dub reggae – not forgetting 'old skool punk', of course. He gets to gigs when he can and watches art house cinema – though you can forget the popcorn, nachos and hotdogs, they're his pet hates.

Making the most of living in Scotland, Julian also takes his mountain bike out regularly and enjoys the occasional round of golf – mercifully, not considered elitist there.



## The future

Though he has achieved a lot, Julian's quick to point out that there's much left to do before we can consider ourselves a true shareholding democracy filled with businesses that work for the long-term benefit of the whole of society, and not just for short-term profit. As a minimum 40 to 50 percent of all invested funds in the UK should operate under an ethical mandate – currently just 1 to 2 percent do. Globally, Julian warns of the risk of ethical standards becoming diluted to enable investment in China and other developing nations.

Happily, ethical investment is evolving, with growing interest from fund managers in both thematic and enviro-technology funds. Ethical considerations are becoming increasingly mainstream and more and more mainstream advisers are seeing the benefit of discussing the ethical stance of funds with their clients. But, for Julian, we still need to pay more attention to social and human rights issues, by creating a wider and more diverse range of mechanisms that develop investment towards social and community enterprise, giving people real control over their own lives. Significantly, these mechanisms should be in the hands of the masses they are designed to benefit, rather than being the preserve of corporations and wealthy, professional investors, as they are now.

In Ethical Futures, Julian has created a sustainable and replicable business model. He's pleased that, with rising public enthusiasm, he is able to offer clients a wide range of ethical investment options to meet their needs. Speaking of Ethical Futures, Julian tells me: “It's really satisfying to be able to make a living doing something that you believe in on your own terms. We are convinced that with good advice you really can *make your money change your world.*” 🌍



# The Trials and Tribulations of an Ethical Investor

*David Tebbutt talks with a remarkable and inspirational woman.*



Silver Top (a pseudonym to protect her) is an ethical investor, but it hasn't always been that way. Once upon a time, she'd put her money wherever she could get the best return. Her journey was an interesting one, from a comfortable background, through teaching slum children, to finding out how blessed she was compared with the people she met on walking visits to China and Nepal. Gradually, she realised that her money could be put to good use as well as helping to provide her pension and look after her grandchildren. She's kept a couple of her legacy investments, though, so that, in one case, she can protest to the board about developments that encroach on her beloved footpaths and, in another, because "It gives out frozen food vouchers just before Christmas. Very useful."

Now in her early seventies, she still enjoys walking and volunteering. She supports a charity that helps to bring health care and education to Chitepani, a village in Nepal. This came about as the result of a walking holiday in which the walkers were welcomed by the incredibly poor, but very dignified, people of the village. One woman cooked vegetable samosas for all 15 walkers and had to be pressed very hard to accept a small payment. Silver Top came home, looked around and asked herself, "Why do I need all this stuff?" The Chitepani villagers were poor and owned little, yet they had huge self-esteem and helped each other, even among nearby villages, because that is how they survive. She couldn't help comparing this community arrangement to the UK, where many of the poor have little self-respect or resilience for helping themselves.

Apart from the Chitepani Trust ([www.chitepani.org](http://www.chitepani.org)), she supports various causes such as the YMCA (homeless), Water Aid (fresh water) and Médecins Sans Frontières (medical aid). She also supports Practical Action, founded by E F Schumacher, who wrote the seminal environmental book, *Small is Beautiful*. She likes that one because it provides low-technology solutions to everyday problems at low cost to the user, often in the developing world. In some ways it reminds her of her father, who, in his spare time, would reuse, repair and invent gadgets when what he wanted wasn't available. It was the same attitude of 'make the

best out of what you've got' that she later admired so much in the Chitepani villagers.

This tendency to resourcefulness isn't all that Silver Top inherited from her father, however. Her social conscience probably came from him too. Her father was a businessman who had a very personal relationship with his employees. He was strongly anti-union but very paternalistic. He cared.

After years of taking advice from a traditional stockbroker on how to get the best out of her investments, she one day (in the late 1980s) told him, "I'd like to go green; to be more environmentally aware." His reply was, "I don't think that's my sort of job, but if you want to waste your money on that, then that's okay by me." Clearly, thought Silver Top, it wasn't his cup of tea. He was much more keen on dosh-producing companies like BP and Shell.

This is when she went looking for an ethical financial adviser, a path that led her to the door of Barchester Green via *Natural World* magazine. "It's very difficult to find people who have any sort of connection to your thinking, someone with any sort of empathy with what you want to do. I need enough money to live on, but not shedloads. I need to know what I can do with my money that will make a better world/environment/life for other people." Happily, the help she has received ever since has been just what she needed. She says, "I liked the company because they listened. Bernard Lovesy, my adviser, spent a lot of time talking about what I wanted and how I wanted it, what I needed and what I wanted to salt away. It was a refreshing change."

Mainly, Barchester Green takes care of her long-term investments. It recommended another company, Rathbone Greenbank, for her stock-market investments. In terms of green shades, she describes her investments here as being "somewhere around the middle". As is happening increasingly, "the company wanted to know what I'm in favour of and not, and what I'm indifferent to. This included things like employee education, health, welfare and staff opportunities, especially for women."

After a long journey through unabated capitalism, with a degree of guilt, Silver Top has found her investment home in mutual self-interest with some altruism on the side. 🌍



## Fine-tune Your Finances

**Lee Smythe provides some simple steps to financial efficiency.**

With the tax year end looming on 5 April, you still have time to make your finances as efficient as possible.

First, make sure you use your annual ISA allowance, which lets you put away up to £10,200 each year with any returns (apart from equity dividends) tax free.

You can also now transfer funds accumulated in cash ISAs across to a stocks and shares ISA if you want to try to achieve better returns than the currently low cash rates.

Review your pension situation. Contributions benefit from tax relief at your highest marginal rate (up to 50 percent) and changes to the rules due from April mean that you may no longer have to buy an annuity but may be able to access the whole fund (subject to tax) at retirement.

These new rules will also see the current complicated limits on annual contributions replaced by a flat £50,000 per annum maximum – still with up to 50 percent tax relief – and the return of ‘carry forward’, which allows you to mop up your unused allowances for the three previous years.

While providing no benefit for the current tax year, moving savings to a lower tax paying spouse will save you money in the future. And make sure, for any asset disposals subject to capital gains tax, such as shares or property other than your main residence, that both spouses’ annual allowance of £10,100 is used and that any excess is allocated to the lower tax paying spouse. 🌍

Lee Smythe is Managing Director of financial planners Smythe & Walter [www.smytheandwalter.co.uk](http://www.smytheandwalter.co.uk)

## Some Ethics with Your ISA?

**Mark Robertson discusses your ethical end of year options**

With the 5 April deadline for using this year’s tax-free saving allowance looming, banks are eager to get their hands on last-minute cash.

But as we search around for ISA deals, how many of us will unwittingly invest in the arms industry, in needless polluters, in oppressive regimes or in other companies whose objectives are at odds with our own?

The answer is ‘the majority’, though this needn’t be the case. ISA options are multiplying all the time; around 90 ethical funds are available, most of which come with an ISA wrapper.

You no longer have to ‘pay’ to go ethical in terms of poorer financial performance. But what kind of companies do green and ethical ISAs invest in? Some funds aggressively screen out heavy polluters, arms companies and animal testers. Others take a ‘best of sector’ approach and may invest in oil and gas, seeking companies with a better environmental and human rights record. Some invest in dynamic green technologies, such as renewable energy, which have the potential to tackle huge global issues like climate change while generating a healthy profit. Finally, there are funds that seek to improve the social and environmental performance of companies through proactive engagement.

So, when choosing your ISA this year, think not only of the potential financial reward, but of the social, environmental and ethical return. 🌍

The EIRIS website lists all the green and ethical ISAs. Mark is editor of EIRIS’s [www.YourEthicalMoney.org](http://www.YourEthicalMoney.org)

## Publisher’s Perspective

**Where we’ve been and where we’re going...**

Over the last three issues we’ve covered everything from the Coalition’s Spending Review, the Cancun Climate Conference and Obama’s Sputnik moment, with in-depth features on the world in 2020 and what big business is doing about sustainability. We’ve ranged over topics such as confusion over the climate, ethical fashion, green travel and growth in cleaner energy. We’ve also interviewed some incredible individuals who are making a difference to all of our lives, including Juliet Davenport, CEO at Good Energy, Andy Redfern, CEO of Ethical Superstore, and Stewart Brand, a pragmatic voice in the environmental movement. If the love of money is the root of all evil then the love of sustainable investment could be the root of more good and we’ve written one or two articles on that subject too.

All our content is online at [www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com). Visit us any time.

In future issues we’ll be touching on green politics, the power of philanthropy, the tension between ethics and environmentalism and the inexorable rise of the developing world. Nevertheless, this is your magazine and we want to write about the things you care about. Don’t hold back. We’ve had some incredible feedback already, from the most generous compliments to the less than gentle complaints (ouch). We take them all to heart – if we delight you, brilliant; if we offend; we sincerely apologise.

Keep writing to us and keep reading. Time is precious and the time you give us is warmly appreciated by everyone at *Blue & Green Tomorrow*. 🌍



# Good Advice

*Your guide to finding an ethical financial adviser in your area*

Getting good independent financial advice can be hard. Whether you rely on friends and family, banks and building societies, financial professionals, websites, or the media in general, how do you know you're getting good and independent advice? With the current financial uncertainty the answer matters more than ever.

Importantly, if you want your investments to do some good or you just want to minimise the harm they might be doing, there's a network of advisers which focuses on ethical or socially responsible investment. The Ethical Investment Association (EIA) supports sustainable and responsible finance in both theory and practice, and demands the highest levels of professional knowledge and integrity from its members. Here we showcase a number of advisers who make the grade.

In our view, these are the good guys in financial advice: independent, ethical and experienced. But don't take our word for it – speak to them.

In accordance with the Financial Services and Markets Act 2000, Blue and Green Communications Limited does not provide regulated investment services of any kind, and is not authorised to do so. Nothing in this magazine and all parts herein constitutes or should be deemed to constitute advice, recommendation, invitation or inducement to buy, sell, subscribe for or underwrite any investment of any kind. Any specific investment-related queries or concerns should be directed to a fully qualified financial adviser.

## DERBY

**Firm:** Equity Invest   
**Coverage:** Wimbledon  
**Postcodes:** SW19  
**Contact:** Richard Hunter  
**Address:** 60 High Street, Wimbledon Village, London SW19 5EE  
**Phone:** 020 8879 1273  
**Web:** [www.equityinvest.co.uk](http://www.equityinvest.co.uk)  
**Email:** [advice@equityinvest.co.uk](mailto:advice@equityinvest.co.uk)

**Firm:** Barchester Green Investment   
**Coverage:** Salisbury & Andover  
**Postcodes:** SP  
**Contact:** Bernard Lovesy, Tim Bradford or Andrew Faulkner  
**Address:** Barchester House, 45-49 Catherine St, Salisbury, Wiltshire SP1 2DH  
**Phone:** 0800 328 6818  
**Web:** [www.barchestergreen.co.uk](http://www.barchestergreen.co.uk)  
**Email:** [info@barchestergreen.co.uk](mailto:info@barchestergreen.co.uk)

**Firm:** Stewart Investment Planning   
**Coverage:** Bristol & North Somerset  
**Postcodes:** BS8 & BS48  
**Contact:** Martin Stewart  
**Address:** 1 The Courtyard, Leigh Court, Abbots Leigh, Bristol BS8 3RA  
**Phone:** 01275 371900  
**Web:** [www.stewartinvestmentplanning.co.uk](http://www.stewartinvestmentplanning.co.uk)  
**Email:** [sip@stewartinvestmentplanning.co.uk](mailto:sip@stewartinvestmentplanning.co.uk)

## BRISTOL

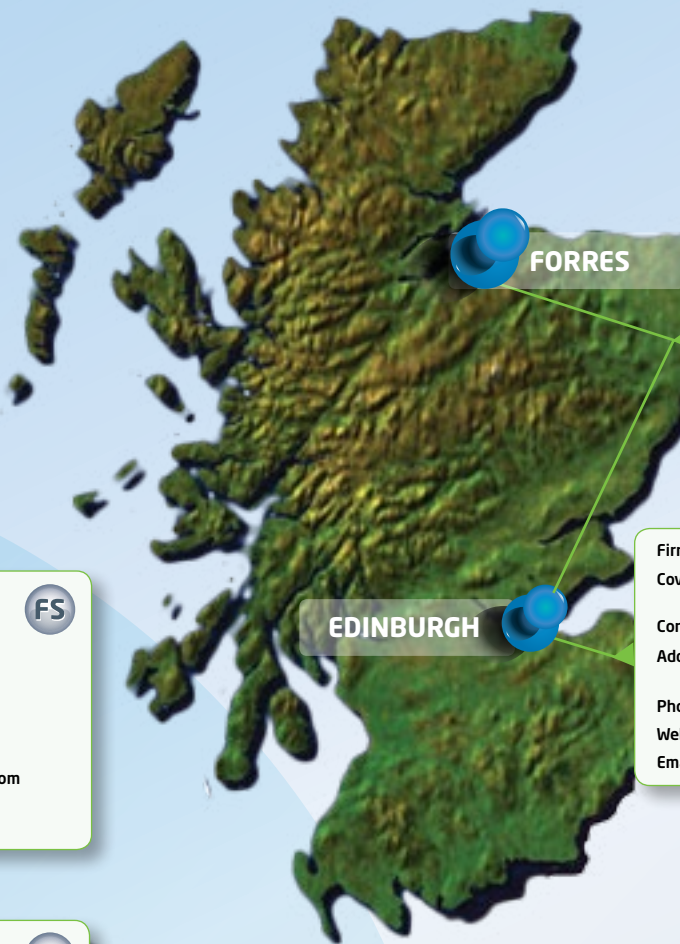
## SALISBURY

## LYMINGTON

**Firm:** The Ethical Partnership   
**Coverage:** Lymington  
**Postcodes:** SO41  
**Contact:** Jeremy Newbegin  
**Address:** 180 Woodlands Road, Southampton SO40 7GL  
**Phone:** 0845 612 3411  
**Web:** [www.the-ethical-partnership.co.uk](http://www.the-ethical-partnership.co.uk)  
**Email:** [jeremyn@the-ethical-partnership.co.uk](mailto:jeremyn@the-ethical-partnership.co.uk)



FOUNDING  
SUPPORTER



**Firm:** Virtuo Wealth Management  
**Coverage:** Findhorn & Edinburgh  
Postcodes: IV36 & EH3  
**Contact:** Scott Murray  
**Address** 9 Clerk Street, Loanhead,  
Midlothian EH20 9DP  
**Phone:** 0131 440 9888  
**Web:** [www.virtuowealth.com](http://www.virtuowealth.com)  
**Email:** [ask@virtuowealth.com](mailto:ask@virtuowealth.com)



**Firm:** Ethical Futures  
**Coverage:** Edinburgh  
Postcodes: EH9 & EH10  
**Contact:** Julian Parrott  
**Address** FREEPOST NAT 18672,  
Edinburgh EH3 6BR  
**Phone:** 0845 612 5505  
**Web:** [www.ethicalfutures.co.uk](http://www.ethicalfutures.co.uk)  
**Email:** [invest@ethicalfutures.co.uk](mailto:invest@ethicalfutures.co.uk)



**Firm:** Lighthouse Impact  
**Coverage:** Derby  
Postcodes: DE3 & DE22  
**Contact:** Ash Rawal  
**Address** Station Road, Micklegate,  
Derbyshire DE3 9FN  
**Phone:** 01332 517 120  
**Web:** [www.ethicalinvestments.uk.com](http://www.ethicalinvestments.uk.com)  
**Email:** [arawal@lighthouseifa.com](mailto:arawal@lighthouseifa.com)



**Firm:** Green Financial Advice  
**Coverage:** Putney  
Postcodes: SW15  
**Contact:** Ian Green  
**Address** Erico House, 93-99 Upper  
Richmond Road, Richmond,  
London SW15 2TG  
**Phone:** 0800 170 7400  
**Web:** [www.iangreen.com](http://www.iangreen.com)  
**Email:** [iangreen@iangreen.com](mailto:iangreen@iangreen.com)



**Firm:** Smythe & Walter Chartered  
Financial Planners  
**Coverage:** Notting Hill, Kensington & Chelsea,  
Chiswick  
Postcodes: W11, W8, SW3 & W4  
**Contact:** Benjamin Walter  
**Address:** 2nd Floor Berkeley Square  
House, Berkeley Square, London  
W1J 6BD  
**Phone:** 020 7887 1989  
**Web:** [www.smytheandwalter.co.uk](http://www.smytheandwalter.co.uk)  
**Email:** [ben@smytheandwalter.co.uk](mailto:ben@smytheandwalter.co.uk)



**Firm:** Smythe & Walter Chartered  
Financial Planners  
**Coverage:** Canterbury  
Postcodes: CT3 & CT4  
**Contact:** Lee Smythe  
**Address:** 2nd Floor Berkeley Square  
House, Berkeley Square, London  
W1J 6BD  
**Phone:** 020 7887 1989  
**Web:** [www.smytheandwalter.co.uk](http://www.smytheandwalter.co.uk)  
**Email:** [lee@smytheandwalter.co.uk](mailto:lee@smytheandwalter.co.uk)



**Firm:** Smythe & Walter Chartered  
Financial Planners  
**Coverage:** Sevenoaks  
Postcodes: TN13  
**Contact:** Lee Smythe  
**Address:** 2nd Floor Berkeley Square  
House, Berkeley Square, London  
W1J 6BD  
**Phone:** 020 7887 1989  
**Web:** [www.smytheandwalter.co.uk](http://www.smytheandwalter.co.uk)  
**Email:** [lee@smytheandwalter.co.uk](mailto:lee@smytheandwalter.co.uk)



**Firm:** Bromige  
**Coverage:** Forest Row  
Postcodes: RH18  
**Contact:** Christian Thal-jantzen  
**Address:** 22 Hartfield Road, Forest Row,  
East Sussex RH18 5DY  
**Phone:** 01342 826703  
**Web:** [www.bromige.co.uk](http://www.bromige.co.uk)  
**Email:** [invest@bromige.co.uk](mailto:invest@bromige.co.uk)



LONDON

SEVENOAKS

CANTERBURY

FOREST ROW



# Tell us what **you** think



*Blue & Green Tomorrow* is a new magazine, a baby magazine, and we like to think we've done a good job. You might agree, you might not. Either way we'd like to know what you think. Tell us what you want more of, what you want less of, what you liked and what you hated. Ultimately this is your magazine and we want it to address the things that matter to you.

**[www.blueandgreentomorrow.com/survey](http://www.blueandgreentomorrow.com/survey)**



# Environmentalism: Does Active Mean Effective?

*Nick Slawicz takes a look at the changing face of activism.*



The recent case of Mark Kennedy – the environmental activist who, along with a colleague, was revealed to be a police officer after being deep undercover for seven years – has thrust the idea of green activism back into the forefront of public consciousness. That isn't to say it ever truly left, of course: the image of streets teeming with protestors (washed or otherwise) extolling the virtues of everything from protecting the rainforest to saving the whales is as clichéd now as the iconography of the be-suited corporate fat-cat opposing their efforts. But can such a simplistic dichotomy really explain activism's role in the modern world?

**“activism no longer  
needs to be seen as  
extremism”**

Modern activism is a far cry from that of years past and takes many different forms. People up in arms about the treatment of the natural world these days are as likely to take to Twitter and Facebook as they are to take to the streets, and in doing so reach a far wider audience. Practically everyone in green politics is represented in social media, from Al Gore (@algore, with over 2.2 million followers) to the newly-elected Green Party MP Caroline Lucas (@carolinelucas, with a slightly-less robust 20,000). That's without even beginning to consider the ever-increasing web presence of names such as Greenpeace International, Friends of the Earth and the US Environmental Protection Agency, as well as new start-ups that have used the power of new media to mobilise their environmental activities. The most notable of these is 350.org, which in October 2009 used the web to organise more than 4,000 synchronised physical demonstrations spreading the site's call for a reduction of CO<sub>2</sub> all around the world and quite literally from pole to pole, with scientists in both the Arctic and Antarctic emphasising the number 350 (parts per million, since you ask) in support of the message. It's a far cry from the legal wrangling and litigiousness associated with many of the bigger-name environmental groups in recent years (to varying degrees of success), but as any politician will tell you – especially in the wake of Obama's 2008 presidential victory – the backing of a

grassroots movement is often the key to getting a message across.

The idea of inviting the public to make a stand has also changed in recent years, perhaps owing to a breakdown in 'us' versus 'them' as a model for activism. Nowadays, you no longer need to march on Parliament to be seen as doing your bit to further the cause – and, even if you do, it's not likely to be seen as radical behaviour. As early as 2007, a report by DEFRA (the Department for Food and Rural Affairs) found that the majority of people now view aiming towards a green lifestyle as the norm, regardless of sex, age or social group.

Most of us are rooting for the man on the street over the faceless corporation he's standing in front of. It's rare to find anyone who'd prefer Goliath to beat David, the Empire to crush the Rebel Alliance, or Apollo Creed to send Rocky to the canvas. However, as beneficial as strong, socially-conscious movements for change can be, it's crucial to ensure that they stay grounded in facts and tempered by common sense. It would be a very particular (and hopefully rare) environmentalist who viewed the millions of dollars' worth of criminal damage committed by organisations such as the Earth Liberation Front as justifiable. 'Ecotage' (think 'sabotage'), as it is often dubbed by its proponents, should be seen as the darker side of modern activism, a tarring-and-feathering of the movement of a whole by the needlessly gratuitous actions of a few. Despite its past reputation, activism no longer needs to be seen as extremism: now, change can come from everyone.

To couch the issue in militaristic terms, positive developments in environmental policy will not come through shock and awe, but by winning over the hearts and minds of the population – not by scaremongering and the discourse of fear, but by convincing people they can make a difference to the world they live in. Letting people know they can help to whittle the problem down by degrees – protest by protest, petition by petition, retweet by retweet – might not grab the headlines like having someone forcibly board a whaling ship or chain themselves to a tree, but anything that responsibly increases awareness and encourages people to get out there, find the facts, develop their own opinions and make a difference has to be good. It may not be easy but reasonableness will always persuade people more effectively than shrillness. 🌍





## Fair trade

According to our friends at Wikipedia, fair trade is an organised market-based approach that aims to help producers in developing countries make better trading conditions and promote sustainability. The movement advocates the payment of a higher (or fairer) price to producers as well as higher social and environmental standards. Our other friends at Ethical Superstore have sourced the following products, which nicely coincide with the end of Fair Trade Fortnight, which runs from 28 February to 13 March. Trade should be fair. You can find a whole lot more at [www.blueandgreenshopping.com](http://www.blueandgreenshopping.com).

Visit  
[www.blueandgreenshopping.com](http://www.blueandgreenshopping.com)  
for more great deals



### Cafédirect Earl Grey Tea - 200 Bags

**£6.37 (1 case 4 x boxes)**

This delicate Earl Grey tea from Cafedirect is light and fragrantly scented with bergamot.



### Presso Non-electric Coffee Maker

**£94.95**

Presso is the world's simplest espresso coffee maker. Made using eco-friendly and recyclable materials, this stylish espresso maker will revolutionise the way you experience your favourite coffee.

### Traidcraft Fairtrade Coffee

**£2.89**

This well-rounded and flavoursome medium ground coffee is a blend of hand-picked beans, sourced from fairly trading farmers' cooperatives in Bolivia, Tanzania, Honduras and Nicaragua.



### Rosemary and Lavender Gardener's Salve

**£1.99**

If you need to refresh and restore dry and chapped hands after a long day's work, this beautifully scented hand salve from the Visionary Soap Company is perfect.





### Dalit Handmade Candle - Pavani

**£4.50**

Handcrafted in the Dharavi slums of Mumbai, these beautiful clay pots with candles help support street children and the Dalit people of India.

### Divine Heavenly Chocolate Recipes

**£20.75**

Featuring 100 irresistible recipes ranging from glorious chocolate cakes, sweets, puddings and pastries to stunning savoury dishes, this is a collection of popular favourites with a fresh twist and exciting new creations. Every recipe is guaranteed to delight and satisfy even the most passionate of chocolate enthusiasts.



### Instant Herb Garden

**£36.95**

Instant Gardens from Rocket Gardens make a great gift for the special green-fingered one in your life. When you purchase an Instant Garden you will be sent an information pack and a voucher to redeem. Simply complete the voucher and send it off, and your Instant Garden will be with you before you know it.



### Organic Extra Virgin Olive Oil

**£12.15 (750ml)**

Zaytoun Extra Virgin Olive Oil is a rich and peppery cold-pressed Palestinian oil, organically grown and fairly traded. Delicious for dressings and all kinds of cooking, Zaytoun's Olive Oil is made from hand-picked olives and prepared with care.



### Visionary Soap Organic and Fairtrade Hand Trimmed Soap

**£3.25**

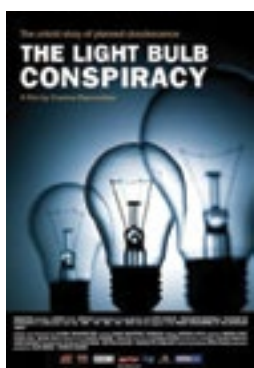
Fair-trade labelled, vegan approved, organic, free from synthetic dyes, fragrances and palm oil, these soaps from the Visionary Soap Company tick all the boxes! Made with the finest vegetable oils, butters and essential oils, these soaps have been hand-trimmed to perfection.





# Green Review: Films & Books

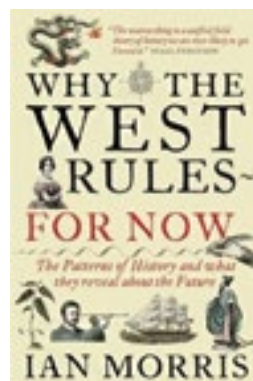
*If you're anything like us, which we believe you are, these films and books will appeal to you.*



## **The Light Bulb Conspiracy** (2010)

**Director:** Cosima Dannoritzer

Reader Henrietta Grant-Peterkin tipped us off about this TV documentary on planned obsolescence. While the subject is not new, the film is packed with stories and evidence. It's where companies and governments seeking growth come face to face with the opposite need to conserve resources. Keep your eyes peeled (or Google it).

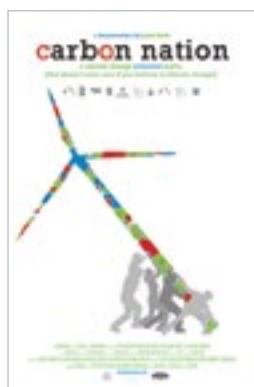


## **Why The West Rules - For Now** (Profile Books, 2010)

**Author:** : Ian Morris

Subtitled *The Patterns of History and What They Reveal about the Future*, this book looks at 20,000 years of history and, in particular, tracks the progress of East and West. It maps the rise and fall of great civilisations, including how the West currently prevails, and tries to work out what's coming next.

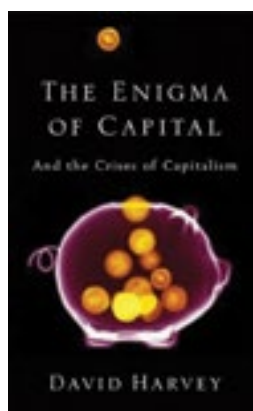
Rated 4/5 on amazon.co.uk



## **Carbon Nation** (2011)

**Director:** Peter Byck

Here's a film that resonates well with us, apart from the somewhat affected title. It doesn't wring its hands or agonise about climate change; it just gets stuck in to finding out what's being done about it. Through many interviews, it engenders optimism and hope. It reveals how a low carbon economy is packed with opportunity for the whole of society; yet it claims to stay "non-preachy [and] non-partisan".



## **The Enigma of Capital** (Profile Books, 2010)

**Author:** David Harvey

Persuasive Marxist David Harvey explains capitalism in detail. His book is subtitled *The Crises of Capitalism* and it goes on to explain how, without periodic crises, capitalism wouldn't function. It also asks whether it should, since the crises generally make the rich richer and the poor poorer. Harvey argues for a fairer system.

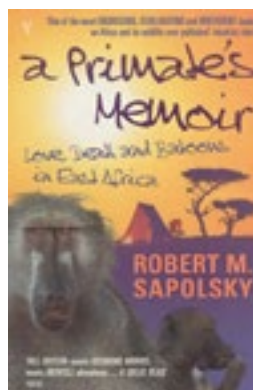
Rated 4.4/5 on amazon.co.uk



## **Beyond The Brink** (2010)

**Director:** Ross Harrison

Eighteen-year-old Ross Harrison wanted answers to his conflicting concerns about climate change. By the time he started the film, though he'd become immune to the phrase. He spent a year researching and speaking to experts – his grandparents and Sir David Attenborough among them – to find out what's really going on. Watch it at [www.beyondthebrink.org](http://www.beyondthebrink.org)



## **A Primate's Memoir** (Vintage, 2002)

**Author:** Robert M. Sapolsky

Twenty years of living among Savannah baboons in Kenya, spending downtime with Masai tribesmen and travelling further afield have given the author an insight into two worlds. His original intention was just to measure the stress levels of the baboons but he ended up with an entertaining autobiography and social study.

Rated 5/5 on amazon.co.uk

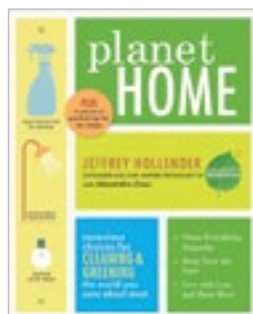


## **Food Inc.** (2009)

**Director:** Robert Kenner

What happens in America happens here to some degree. This film examines the industrialisation of food production with compliance of government to create great wealth for some and misery for others. The film-maker's stance is obvious from the outset, but, whether you approve or not, it might make you question what you eat.

Rated 4.7/5 on amazon.co.uk



## **Planet Home** (Clarkson N Potter, 2010)

**Authors:** Jeffrey Hollender and Alexandra Zissu

If you aspire to live in harmony with the planet and you don't know how to go about it, this book will prove a valuable resource. Before diving into the details of how to clean up your act, room by room, it lays down what it calls the seven interconnected principles of green living.

Rated 4.25/5 on amazon.com

# We Have No Choice

***Simon Leadbetter doesn't believe a word of it - of course we have choice.***

'We have no choice' and 'nothing can be done' are two lies that should not be accepted by free-thinking people. They are the ugly sisters in the fairy tale and daughters to the evil stepmother Tina, *There is no alternative*. People who peddle inevitability are thought-tyrants trying to stifle a debate by making their preferred course of action the only story in town.

In philosophy, economics, politics, technology and society we have a plethora of choice on how we think, act and interact. It is probably simple-minded to project the world view that there is only one choice in any sphere of human behaviour. Funnily enough, the only choice often coincides with the opinion of the person stating that there is no alternative.

**“ [we] all have something to say that is of value ”**

Idealists, realists, capitalists, communists, right- and left-wingers, technologists, luddites, libertarians and authoritarians all have something to say that is of value. We neglect their collective and conflicting wisdom, and the weight of hundreds of years of thought and debate, at our peril. Your life experience, family background and current circumstances will clearly affect your sympathies towards certain perspectives, but a mind that is implacably closed to other schools of thought is a wasted mind. Free-marketers should read Karl Marx and socialists Adam Smith, if only to know their enemy, challenge their thinking or discover radical alternatives. Communism has obvious, deep flaws, but anyone who has studied the nineteenth century, or lived through the 1930s or the last three years might just see the risks inherent in unfettered capitalism.

Many now recognise that our current global settlement, economically, politically, technologically and culturally, is far from perfect and is doing more harm than good. We have certainly not found the happy balance between people, planet and profit, all three of which are essential for our short-term personal well-being and our long-term survival as a species.

If there were no alternative to, and nothing that could be done about, the consensus at various periods in history there would have been no end to slavery, the poor would still live in workhouses, the majority would still be disenfranchised and we would not have resisted Hitler's conquest of Europe but appeased him instead. Without maverick thought we would not have overcome many illnesses, reached the moon (not because it was easy, but because it was hard), established the NHS or turned the world economy back from the brink of depression with titanic and global state intervention in supposedly 'free' markets. If there were no alternative to financial capitalism the banks would have been allowed to fail and our economy would have collapsed.

Current champions of no-alternative thinking include the Coalition Government and its friends in the media. Their single view is that deep and rapid cuts in public spending are the only way to save our economy. Many learned, normally right-wing economists, businesspeople and George Soros (!) profoundly disagree. Presenting this approach as the only alternative therefore seems unbecoming in a Coalition Government, a large percentage of which was not elected on this prospectus. In



reality a minority of the electorate backed the senior coalition partner advocating this view at the election, thus denying them a majority. If coalition government stands for anything, it stands for a plurality of thinking; not its evil twin, dogma.

**“ let's have an open and honest debate in Parliament ”**

At least let's have an open and honest debate in Parliament about it, with a whip-free vote on proposals. There is always an alternative, there is always a choice and something can always be done. Part of the joy of being intelligent human beings, rather than unthinking beasts or plants, is in our unique creativity and resourcefulness. It is a complete failure of imagination and a tragic waste not to use our enormous capacity for thought by insisting there is simply no alternative.

Can we create an economic system that rewards hard work, risk-taking and positive contribution to society and the environment? Can we create a political system that balances effective, confident and credible government with a diversity of opinion? Can we develop technologies that bring us back from the edge of environmental cataclysm rather than accelerate the race towards it? Can we create a society that is more at ease with itself, regardless of age, gender, affluence, ethnicity and sexuality? The no-alternative/NCBD tyrants would have us believe that we cannot; but theirs is a sadomasochistic manifesto of vested interest and utter despair. Civilisation, humanity's greatest achievement, has consistently proved that, collectively, we are far better than that pessimistic world view. All of the above is within our grasp *if* we have the will to make it happen.

The evil stepmother may have told Cinderella she couldn't go to the ball, but the fairy godmother presented an alternative and look how that turned out. At least the people who mattered lived happily ever after. 🌈

# Where Did I See...?

*As you've whizzed through the magazine, you might have thought, "I must remember that." But as real life gets in the way, we thought you'd like a reminder of all those references and links buried in the news and in our articles.*

To visit a website, just prefix the given code with [www.tinyurl.com/](http://www.tinyurl.com/) so the first link, to the UNEP Green Economy Report, would be [www.tinyurl.com/6yjhmdm](http://www.tinyurl.com/6yjhmdm)

## News

<b>p.1</b>	UNEP Green Economy Report	<a href="http://www.tinyurl.com/6yjhmdm">6yjhmdm</a>
<b>p.5</b>	Green Bottle	<a href="http://www.tinyurl.com/4jkycm6">4jkycm6</a>
<b>p.5</b>	UNEP Integrated Assessment of Black Carbon and Tropospheric Ozone	<a href="http://www.tinyurl.com/5vpnapd">5vpnapd</a>
<b>p.5</b>	IBM Summit at Start	<a href="http://www.tinyurl.com/62xoxpb">62xoxpb</a>
<b>p.5</b>	Lakes Free Range Egg Co.	<a href="http://www.tinyurl.com/4cwu8ce">4cwu8ce</a>
<b>p.5</b>	UCS Raising the Steaks Report	<a href="http://www.tinyurl.com/66347ph">66347ph</a>
<b>p.7</b>	Husk Power Systems	<a href="http://www.tinyurl.com/4u8x5w5">4u8x5w5</a>
<b>p.9</b>	SoloWheel	<a href="http://www.tinyurl.com/4cc6hyx">4cc6hyx</a>
<b>p.9</b>	Granola	<a href="http://www.tinyurl.com/4kbkavk">4kbkavk</a>
<b>p.9</b>	Rating the Raters Reports	<a href="http://www.tinyurl.com/4pn2syh">4pn2syh</a>
<b>p.9</b>	The Story of Stuff Project	<a href="http://www.tinyurl.com/6bfowq2">6bfowq2</a>

## Energy

<b>p.15</b>	Good Energy Generate Your Own	<a href="http://www.tinyurl.com/46te5qx">46te5qx</a>
-------------	-------------------------------	--

## Spotlight

<b>p.13</b>	Alquity Africa Fund	<a href="http://www.tinyurl.com/4jle2uq">4jle2uq</a>
<b>p.16</b>	IM WHEB Sustainability Fund	<a href="http://www.tinyurl.com/49h4f5u">49h4f5u</a>
<b>p.16</b>	Triodos Bank	<a href="http://www.tinyurl.com/d65dr7">d65dr7</a>
<b>p.17</b>	UKSIF	<a href="http://www.tinyurl.com/3y23w2">3y23w2</a>
<b>p.17</b>	Ethical Futures	<a href="http://www.tinyurl.com/4p56lj4">4p56lj4</a>
<b>p.20</b>	The Chitepani Trust	<a href="http://www.tinyurl.com/4aq7pue">4aq7pue</a>
<b>p.25</b>	DEFRA Survey of Public Attitudes and Behaviours Toward the Environment Report	<a href="http://www.tinyurl.com/4hlqj2r">4hlqj2r</a>

## Money

<b>p.21</b>	EIRIS Your Ethical Money	<a href="http://www.tinyurl.com/4vkmjc8">4vkmjc8</a>
-------------	--------------------------	--

## Thinking Allowed

<b>p.29</b>	WEF Global Gender Gap Report 2010	<a href="http://www.tinyurl.com/5r7qets">5r7qets</a>
-------------	-----------------------------------	--

## And the Lucky Readers Are...

Over the last three issues we've ask you to tell us what you think and overwhelmingly the feedback has been positive (see p. 3). The winners of the prize draw are:

1. R. Rose of DT6
2. F. Hagger of SW15
3. M. Beechwood of SP10
4. G. David of CT4
5. M. Liversedge of SW19
6. M. Searle of BH1
7. J. Reynolds of SW15
8. C. Locke of W11
9. J. Newland of NW1
10. J. Owen of BS48
11. A. Tighe of EH3

We will contact you shortly to arrange your prize.







Tell us what you think (see page 24)



Email: [editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com)



Visit: [www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com)

The next issue of  
**B&GT** is out on  
8 April 2011

**blue&green**  
tomorrow



# Your**Ethical**Money.org

The one-stop-shop for green and ethical finance

**£ Learn about how  
and where your  
money is invested**

**£ Search for green  
and ethical  
financial products**

**£ Find out how you  
can help make  
finance more  
sustainable**



**Banking**



**Investments  
& ISAs**



**Pensions**



**Insurance**



**Mortgages**



**Credit  
Cards**



**Student  
Finance**



**Child Trust  
Funds**



## Your**Ethical**Money.org

The one-stop-shop for green and ethical finance