



Carbon Campaign Newsletter – February 2013

WHAT'S ON FEBRUARY 2013?

From 25th February to 10th March, Fairtrade Fortnight marks a celebration of sustainability progress in the developing world. Very often we don't consider the source of products we use. So during the Fortnight why not start to do something permanently different like switching to Fairtrade tea,



or one of the ethical products under the Fairtrade umbrella. For

more information on 3000+ products available and to see how the Fairtrade Foundation actually supports environmental projects in developing communities visit <http://www.fairtrade.org.uk/>



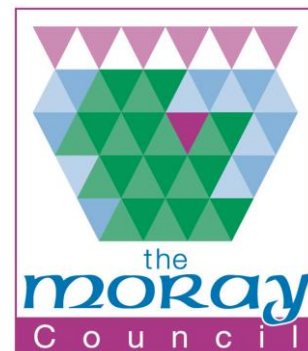
Celebrity Corner

Hollywood couple Brad Pitt and Angelina Jolie are supportive of green and humanitarian issues. The pair are renowned for their charity work and are involved with a number of environmentally conscious building projects around the world. The “Mr & Mrs Smith” stars were actively involved with the reconstruction of New Orleans after Hurricane Katrina struck. They own an eco-friendly winery in France and drive their family in a hydrogen powered vehicle.



Introduction

The month for St Valentine our newsletter is all about sharing, we have come up with ways to help us create a community feel at work and also support developing communities through schemes such as Fairtrade.



Sharing a journey to work is one great way to meet new people, often like-minded individuals who we would otherwise never come across in our working day. One excellent example is to car share, an initiative set up across the whole of the UK by Scotland's very own Ali Clabburn. At the time of developing this scheme Ali was a student in need of a lift home. Since then LiftShare has gone on to be a highly successful business which brings thousands of people together each year. If car sharing is something you've never heard of, or is something you've thought about but not embarked upon yet, our article on Page 2 may steer you in the right direction.

Also this month, we celebrate Fairtrade fortnight and all the good work that it does. With more than just bananas, flowers, coffee and chocolate to choose from, Fairtrade is really fair for all.

Website of the Month

www.nigelsecostore.com



If you can't think what to buy your loved one for Valentine's Day, then look no further! Nigel's Eco Store has the perfect eco friendly gift for you! From chocolates to moisturisers, a wind-up radio to global warming knickers, this site has everything for the ethical gift consumer and beyond, from energy saving to laundry cleaning and much more.

When Nigel first set up his eco store in 2005 he wanted to provide a low carbon / ethical selection of products for his customers. Now, with a bit of help from his friends, Nigel's business has expanded and his aim is for you to gain a “double benefit” from your purchases - you and whoever you're buying it for, love the product and you moving towards sustainability, which means it's better for everyone, including the planet.

Staff Tip of the month

Thanks to all those who sent us feedback further to last month's newsletter. Sadly, no jazzy Christmas jumpers, however please remember to dress appropriately for the time of year rather than turn up the thermostat in your office.

Tip of the month is from Don Toonen, he uses a steamer to cook his vegetables and rice. This saves vitamins and electricity at the same time! If you've got any energy saving tips send them to energy@moray.gov.uk and we will pass them on.



Car Sharing

Traffic on our roads has increased by 60% since 1980 and vehicles are now one of the biggest polluters on our planet. Most trips by car are local journeys of less than five miles. One way to reduce your carbon footprint and save yourself some money, is to share your journey. Online services such as www.liftshare.com encourage people to log on and find a partner! As a social enterprise, encouraging drivers to get together, it's completely free! And if that's not enough you'll be happy in the knowledge that it was set up for Scotland's very own Ali Clabburn in 1998, when he was a student!

The Department of Transport estimate that the average person can save about £1,000 a year, depending on the distance and the engine size, of course, and how many people you share with. But don't just take our word for it, look at the carbon calculator on the Liftshare website to see how much money you could save and help reduce the 38 million empty seats on our British roads every day.

Let your car treat
you to a Free Lunch



See how much could save by following simple fuel efficient driving tips from the Energy Saving Trust and let your car treat you to a free lunch with the Free Lunch Facebook app at <http://on.fb.me/PriM4k>

To try the app, visit <http://on.fb.me/PriM4k> or for more information on fuel efficient driving visit Energy Saving Trust's website at www.est.org.uk/fedtraining

Smarter Driving

At Moray Council we now have a fleet of economic, low emission pool vehicles for staff to use at work. In 2012 over 100 drivers took part in training provided by the Energy Saving Trust to suggest smarter ways to drive our cars. Smarter driving is a way of driving that reduces fuel consumption, carbon dioxide emissions and accident rates. Smarter driving gets the most out of modern engines, a smart smooth and safe driving style that leads to typical savings of about 15% in fuel consumption and carbon dioxide emissions. It also reduces wear and tear on gears, clutches, tyres and brakes which reduces maintenance costs. A Smarter Driving advice sheet is available on the Energy Saving Trust website www.energysavingtrust.org.uk. Dave Philpott who works at Ashgrove Depot suggests that we should imagine a glass of water on the dashboard when driving – try not to spill any on your journey! Finally a few thoughts from Leslie Thomson, Fleet Services Manager – think before you book your pool car – do you really need to make that journey? Is the meeting close enough to walk to? Are colleagues attending the meeting and could you travel with them?



Exploding Environmental Myths

“Strapping a magnet to the fuel line of a boiler or car will save energy”.

ANSWER: No it won't. It is not chemically possible to extract more energy from gas or petrol by “aligning” molecules to burn more efficiently. After 30 years of debate there has been no peer reviewed and published independent research to support the energy saving claims of magnets on fuel lines despite aggressive marketing techniques by franchise sales people. In fact the scientific evidence is that they make no difference as evidenced by a detailed “WHICH?” Magazine analysis conducted with leading motor manufacturers worldwide. If magnets are such a good idea for reducing energy use why don't boiler and motor manufacturers fit them as standard on their equipment to make their products more attractive? (excuse the pun!) Also magnets are not included on the UK Government's Energy Technology List (www.eca.gov.uk) to qualify for tax breaks. This means the UK government think they are of no use otherwise they would be promoted by such organisations as Energy Savings Trust and the National Energy Foundation.

