
the **TIMENOW**
is

environmental magazine from Seacourt Ltd

Certified



®

Corporation

THE HIGHEST SCORING B CORP PRINTING COMPANY IN THE WORLD

Q4: November 2020 - January 2021

 seacourt.net



Seacourt
Planet Positive Printing®

This feels like a moment for us all at **Seacourt.**

It feels like this is the culmination of a journey that was started 24 years ago by those with the foresight to understand that **“business as normal” is simply not good enough.** It’s not good enough to do what everybody else does, to work the way everyone else does – simply because that’s the way it’s done. Somebody needed to show a different way, **to break the mould.**

Thank you to the late Mr Brothers, Roy Williams and (the thankfully present) Jim Dinnage – the board that came before us, that had the vision to choose a different path – to **be bold**, to **take risks** and to **show there is a better way for business to be done** – We became a values based business before “triple bottom line” was a thing!

If you look at our journey we really should not have achieved the things we have achieved – we are not a cool young challenger brand showing the market how it should be done – we are a grand old lady of a business – 74 years young. We are also in a very traditional sector where innovation is not really a thing – printing is a heavy, resource intensive and dare I say aged industry that has had its best days..?

And yet....despite us appearing not to be a natural bed fellow to innovation, sustainability leadership, circularity, new business thinking – this is exactly what we have done and why we have been recognised as the **highest scoring B Corp media company in the world....!** And for showing that actually printing can be the most sustainable mass communication channel, and is more relevant now than it has been in the last 20 years.

(For those in the B Corp know a whopping **124.3 points**....yep, we are thrilled!)

So ours is a story I guess of hope, of **following a dream that you believe in**, not giving up when it gets difficult and believing that if you are going to do something then do it to the very best of your ability....you can literally become the **best in the world**.

We know better than anyone that individuals and companies can change their behaviour, can all do better and can all achieve great things without compromising society and the environment. By working together we can all make positive changes in our daily lives and in the way we do business. We can all play our part in making the world just a little bit better.


We believe B Corp is the glue that is needed to bind those of us who understand the urgent need for change – **not tomorrow or next week, but now**.

For the sake of all millennials, Gen Z's, and future generations that will be left to deal with the consequences of our **mass consumption, wasteful way of living** – now is the time for all of us to be the very best we can be, to make the best choices, to be mindful and to be true to ourselves,

Best



Gareth Dinnage
Managing Director, Seacourt Ltd
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We want to live a life to be proud of, that is why we are part of a movement who believe in a better way. Business as a force for good: **B Corps**.

WE ARE THE **HIGHEST SCORING B CORPORATION (B CORP) PRINTING COMPANY IN THE WORLD** WITH A HUGE **124.3 POINTS**

Certified **...What is a B Corp?**




Corporation

Certified B Corporations are businesses that meet the **highest standards** of **verified social and environmental performance, public transparency, and legal accountability** to **balance profit and purpose**.

B Corps are accelerating a global culture shift to redefine success in business and build a more **inclusive** and **sustainable economy**.

Seacourt Ltd is now part of a community of **over 3,500 businesses globally** who have certified as B Corps. The B Corp community in the UK, representing a broad cross section of industries and sizes, comprises **over 360 companies** and include well-known brands such as **The Guardian, innocent, Patagonia, The Body Shop**, and organic food pioneers **Abel & Cole**.

Recent attention on the printing industry makes Seacourt's B Corp certification a notable step, and signals a shift towards greater accountability and transparency in the sector.



For 20+ years Seacourt has been a values-based business – where we place **Environment, Society** and **Economy** (profit) as key considerations in our business. This approach has enabled us to focus on making incremental improvements year on year which directly benefit our clients.

Becoming a B Corp was an obvious next step for us, as we are completely aligned with their overarching ambition – **that of businesses being a force for good.**

Society's most challenging problems cannot be solved by government and non-profits alone. By harnessing the power of business, B Corps use profits and growth as a means to a greater end: positive impact for their **employees, communities, and the environment.**

The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high-quality jobs with dignity and purpose.

We are proud to be a part of this B Corp community of businesses that are determined to make the world a better place.



Chris Turner, Executive Director of B Lab UK says:

“We are delighted to welcome **Seacourt** to the **B Corp community**. This is a movement of companies who are committed to changing how business operates, who believe business really can be **a force for good**. We know that Seacourt are going to be a fantastic addition to the community and will continue driving the conversation forward”.

“We are pleased to have B Corps of all shapes and sizes as part of our community - from startups to multinationals, and across many different industries. Business is a powerful force, and one that - as these companies are showing - can be used for good. **Welcoming Seacourt is a particularly exciting moment because we've seen that the printing industry is in particular need of a shake up.** We and the rest of the B Corp community are really pleased to support Seacourt in paving the way for a **new way of doing things**”.

“Being able to welcome Seacourt to the B Corp community is hugely exciting. Their commitment to doing business differently will be an **inspiration to others** and really help spread the idea that we can redefine success in business to be as much about **people and planet** as it is about profit”.

THE GREEN RECOVERY PLAN

...what is it?



The coronavirus pandemic has had devastating consequences for lives and livelihoods around the world, while also **dramatically cutting CO² emissions**.

In many countries, governments are now looking towards recovery as the pandemic's first wave slowly recedes, with plans for economic stimulus worth **trillions of dollars**.

Yet as economies pick up pace, **emissions are beginning to rebound**. And huge stimulus plans will have consequences for CO² emissions, even if they do not explicitly target climate change.

As a result, voices from the International Energy Agency (IEA) through to the prime minister and leading economists are among those that have called for a **“green recovery”** that **“builds back better”**, by cutting CO² emissions as well as boosting the economy.

BUT WHAT DOES THIS ACTUALLY MEAN?...

Area's that the government have targeted include but not limited to....

ENERGY EFFICIENCY:

A £2bn **“green homes grant”** voucher scheme to fund home efficiency improvements such as insulation during financial year 2020-21.

A £1bn programme for this year to make public buildings greener, including schools and hospitals. It will fund energy efficiency and low-carbon heat upgrades.

£50m demonstration project for retrofitting social housing in 2020-21, with press reports suggesting measures could include insulation, double glazing and heat pumps.

Support for **“advanced new building techniques”** the government says will cut both costs and carbon emissions in the construction industry.



NEGATIVE EMISSIONS:

Up to £100m of R&D funding for “**direct air capture**” technology that can remove CO² from the air. Limited information is available but the government says it could pay a price per tonne of CO.

Electric vehicles: Money available from the government for companies undertaking R&D in the automotive sector, including work to develop “more efficient electric motors or more powerful batteries”.

So great that support for energy efficiency in our existing homes, retrofitting being an easy win for making our **homes more energy efficient** (refer to article from the green building store for more insight as to what support is available)

Also looking at house building and public buildings to make greener and encourage innovative thinking – we know that it’s much easier to design energy efficient homes than having to retrofit and so why not create basic legally binding carbon specifications that house builders have to adhere to?

There has also of course been significant financial investment to improve cycle networks to encourage us out of our cars and onto our bikes, urbanisation of city centres – great to deter cars but a double edged sword with economic activity?

EV charging infrastructure is still a postcode lottery, which despite all the best journey planning in advance can still be a cause for concern when heading on longer journeys into more rural areas!

WHAT ABOUT BUSINESS? ... WHAT ABOUT SME’S?

At the start of 2019 there were **5.82 million small businesses** (with 0 to 49 employees), **99.3% of the total business**.

SMEs account for **99.9% of the business population (5.9 million businesses)**...and SMEs account for **three fifths** of the employment and **around half** of turnover in the UK private sector.

SME’s is where there has to be significant scope within this largest of sectors?

For instance a factory or office would, you imagine, consume far more energy than a residential property? So why not create a green factory/office grant also? Also their energy consumption – by switching to

the green recovery plan

renewable energy it's a **very simple carbon win** and with increased competition coming in this sector it may well be that it's not cost prohibitive to do so.

One of the interesting things I have read is the success at local level of corona testing – it appears that the local knowledge and infrastructure has been hugely successful in managing this critical function – obviously only to be let down by the failing of the central website and UK wide testing capacity – but none the less at a local level it has shown that decentralising has real merit.

If we then consider our unemployed young people and those whose jobs have been lost in the wave of this pandemic – how can we create a valuable role for them in the green recovery?

That is an army of motivated people who would love to be doing something meaningful to support our aims of **Net Zero** – surely we can utilise local teams to really push **“THE GREEN RECOVERY PLAN”**?

We created a resource for SME's – a roadmap if you like showing x9 steps any business can take to implement carbon savings and become a better business (www.thebetterbusinesspack.com) looking at renewable energy, waste streams, suppliers, green money, green travel amongst other things...sharing the actions we ourselves have taken over the last +20 years....

How about creating local teams which are trained up and tasked to approach local SME's in their designated areas to carry out basic assessments of how SME's are dealing with the key metrics we are looking to measure and then come up with an action plan?

If that sounds too complicated then we could simply look at a more basic program of energy and transportation focused on supporting the reduction of carbon in these x2 key areas?

WHERE WOULD THE MONEY COME TO SUPPORT THIS PROGRAM?

I guess a mix of government funding (as they will be receiving unemployment payments and so easy to use this to subsidise wages) and then contributions from the companies supplying these low carbon solutions which they are encouraging businesses to adopt?

When we are looking at trying to make meaningful impacts in order to get anywhere near our committed carbon reduction targets then we have to be bold, we have to push harder than ever before and we have to make sure that we don't leave anyone behind.

It seems to me that by engaging the part of our society that is going to be most affected by our actions today, our young people and giving them the responsibility to directly affect positive change could be one of the smartest things we could do.

Cooling down our warming planet is very much dependent on storytelling, as we see so often by the great man Sir David Attenborough – **what a story it would be that an army of millennials in the UK are taking over the baton and showing us all what needs to be done to save our planet.**

Gareth Dinnage
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Volatile Organic Compounds (VOC) = ADVERSE HEALTH EFFECTS

Waterless printing **does not require IPA** or **other chemical substitutes** and thus are not generating any **VOC's** in our printing process.

0% usage of **alcohol** or **chemical substitute**



REDUCTION in
VOC TOTAL output

When we first switched to vegetable oil based inks this reduced our VOC emission by 0.5% - it is a positive step, but minuscule when compared to the **98% reduction of VOC's we achieved by switching to waterless printing.**

Most conventional printers use IPA (or an equally toxic IPA substitute). Isopropyl alcohol acts as a central nervous system depressant. Poisoning can occur from ingestion, inhalation, or skin absorption. Symptoms include flushing, headache, dizziness, CNS depression, nausea, vomiting, anesthesia, hypothermia, low blood pressure, shock, respiratory depression, and coma.

Nasty chemicals that we don't use, but conventional printers do...



10k litres of VOC IPA saved per press per year

Give **your**
print the
“**sniff**
test”

SEACOURT COMPARISON...

...versus a **typical printer**

You have seen the headlines – **highest scoring B corp printer in the world, Planet Positive Printing, multiple Queens awards winners and most sustainable SME in Europe**, but what does this actually mean?

What is it that makes our processes so **different** from a typical printer – hopefully this helps to provide some further insight into the areas of our business that we have made significant gains:



CARBON & ENERGY USAGE

	TYPICAL PRINTER	SEACOURT
Energy	Grid	Renewable



equating to **3.37 million** kilometers traveled by car

709 tonnes of carbon **offset** from our footprint annually



60,329

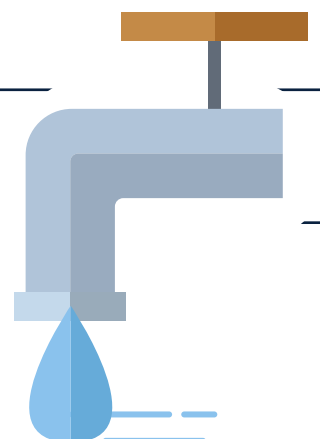
litres of **fresh water saved** every year



equating to **967** showers

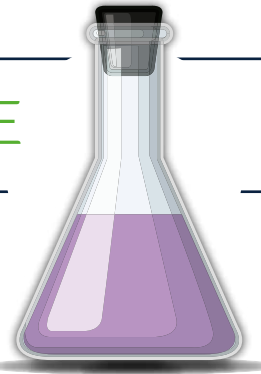
WATER USAGE

	TYPICAL PRINTER	SEACOURT
Litres of water used per year	61,560	1,231

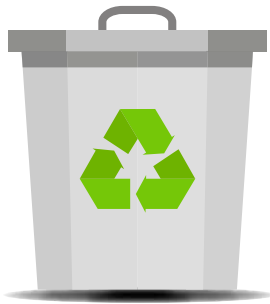


**100%
REDUCTION**

CHEMICAL USAGE



	TYPICAL PRINTER	SEACOURT
IPA litres per year	10,260	0
Fount chemical per year	1,026	0



WASTE TO LANDFILL

2009

was our **last** bin collection

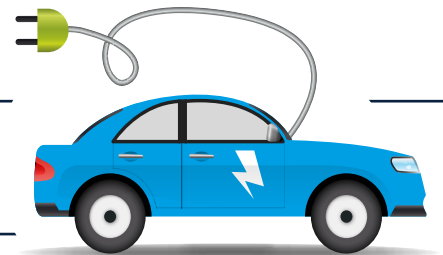
	TYPICAL PRINTER	SEACOURT
Waste to landfill in a year	39,000Kg*	0

17 tonnes of CO² saved every year



equating to **heating 6 homes** for a whole year

AIR POLLUTION



	TYPICAL PRINTER	SEACOURT
Electric / hybrid company vehicles	0%	100%
CO ² business miles per year in KG	38,758	21,820



SOCIETY

	TYPICAL PRINTER	SEACOURT
B Corp Member	No	Yes
Queens Award	No	Yes x 3

* A typical printer would be a conventional offset printing company, the same size as Seacourt, running same shifts and based on producing similar levels of waste to landfill that we used to produce, prior to **achieving zero waste to landfill**.

WARM HOMES...

...for a **green recovery**

The energy efficient retrofit of our leaky and inefficient homes and buildings needs to play a **vital part in any post-COVID green recovery**. The UK's housing stock accounted for **nearly a fifth** of the **UK's total carbon dioxide emissions** last year. [1]

3,200 excess deaths a year are linked directly to cold, damp homes and there is a **£1.4-2 billion annual cost to the NHS** of treating health conditions made worse by poor housing. [2]

Having a national programme to making our homes and buildings more energy efficient would help address the threats of **climate breakdown** and **fuel poverty** as well as generating a significant number of well-paid and skilled new jobs and would help **kick-start a low carbon economy** after the COVID-19 crisis.

As the Government Advisers the Committee on Climate Change (CCC) said: *"Making homes energy efficient and climate resilient is one of the UK's biggest opportunities."* Pedro Guertler from energy think tank E3G said: *"There is no other infrastructure project that can do more for the UK's clean and resilient economic recovery ..it can quickly boost local jobs in areas of greatest need, stimulate demand by saving households hundreds of pounds whilst improving health and slashing carbon emissions."*

New Forest EnerPHit (Passivhaus retrofit) project before and after (Credit: Ruth Butler Architects)



The **£2 billion** earmarked for the Government's forthcoming Green Homes Grants scheme is a good start but not anywhere near the **£45 billion** annual investment on combating climate change that the CCC has recommended. There needs to be investment in a national retrofit programme as part of our green recovery of the economy after COVID-19.



Training the construction team prior to the New Forest EnerPHit project (Credit: Ruth Butler Architects)

Lower Royd radical retrofit (Credit: Green Building Store)

Window detailing at radical retrofit project (Credit: Green Building Store)

Installing internal wall insulation at retrofit project (Credit: Green Building Store)

THE NEED FOR JOINED-UP THINKING

It is also important for policy-makers to consider that getting energy efficient retrofits right is not a simple box-ticking exercise of adding individual insulation measures. It helps to think of homes and buildings as complex systems with all the constituent parts adding to the whole performance.

Taking a 'whole house' approach involves consideration of all 4 key principles of energy efficient refurbishment.

- **Insulation:** For walls, floors, roofs, lofts and windows, energy efficiency obviously depends on good levels of insulation.
- **Airtightness:** Airtightness (or reduction of draughts) is an important aspect of energy efficiency which can make a huge impact on the warmth and comfort of a home.
- **Continuity of insulation (or minimising 'thermal bridging'):** To work best, insulation needs to work in a continuous 'blanket' around the house, minimising any gaps in the insulation (known as 'thermal bridges'). Examples of 'thermal bridges' include through stones through cavity walls or gaps in insulation where the wall meets the roof, which breaks the

continuity of insulation and loses heat out of the building.

The importance of reducing 'thermal bridges' increases as the level of insulation increases.

- **Ventilation:** As airtightness improves in a building, it is also vital that suitable approaches to ventilation are considered carefully, so that there is no impact on occupant health or building structure.

It is obviously also important not to forget remedial and repair works before undertaking energy efficiency work to avoid trapped moisture and degradation of the building fabric.

UNINTENDED CONSEQUENCES

Retrofit needs to be undertaken in a systematic 'whole house' approach, with a good understanding of the building physics behind the work and taking into account the 4 key principles of energy efficiency and any effects on the building fabric. If this is ignored or neglected then potentially serious 'unintended consequences' can be the result.

- Mould growth and poor indoor air quality can result from applying insulation and airtightness measures without appropriate ventilation, and can lead to serious health issues for occupants.
- Damage to the building fabric,

particularly rotting timber, can result from not understanding the effect of insulation on the building fabric.

- Reduced insulation performance and building fabric damage can result from interstitial condensation where airtightness and the principles of moisture movement are not understood.

The good news is that new 2019 Retrofit Standards PAS 2030 and 2035 are beginning to be adopted within Government policies, albeit slowly. These standards recognise the complexity of retrofit and specify professional levels of competency required to undertake retrofit work together with adopting the 'whole house' approach.

GREEN HOMES GRANTS

The Government's £2 billion Green Homes Grant scheme has been a welcome first step on the UK's journey to a green recovery after COVID-19. We would cautiously encourage people to apply for the Grants, while making sure that a 'whole house' approach is undertaken which considers all 4 key principles of energy efficient refurbishment, to minimise 'unintended consequences' or problems.

Chayley Collis,
Communications Manager,
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[1] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/875485/2019_UK_greenhouse_gas_emissions_provisional_figures_statistical_release.pdf

[2] https://www.e3g.org/docs/E3G_NEA_Cold_homes_and_excess_winter_deaths_2018.02.pdf



THE CITIZENS HAVE SPOKEN

tax frequent flyers and **get rid of SUVs**, government told

Among the ideas suggested are a **frequent flyer tax**, **phasing out polluting SUVs** and **restricting cars in city centres**. They also proposed curbing road building and using the pandemic to **cut emissions**.



As you will have seen the Government engaged us, the public and created a citizens assembly of 108 people from all walks of life to share their views on actions that the UK government should be addressing to help us achieve our **2050 Net Zero carbon target**.

The report says the government **must show leadership on climate change** and insists climate policies must be fair to all – especially the poorest in society.

This for me is a great start point but.... what is likely to happen to the report which is 550 pages long – is it going to be acted upon or will it slowly be buried without a trace?

We know that the Government need to develop a long term strategy to help us all do better – so it's encouraging to hear of the creation of the Office for Environmental protection is being set up for just this purpose – working alongside our world leading Committee on Climate Change to hold the government to account and ensure we stay on track.

Lets not forget that The Climate Change Act 2008 committed the UK to an **80% reduction in carbon emissions** relative to the levels in 1990, **to be achieved by 2050**. In June 2019, secondary legislation was passed that extended that target to **"at least 100%"**.

WHAT IS THE CITIZENS' ASSEMBLY?

The group, or citizens' assembly, was set up by six government select committees - groups of MPs who look at what the government is doing and scrutinise policy.

Members of the assembly were chosen to represent a spectrum of views from all over the UK and committed 60 hours of their time to studying and debating climate change.

They met over six weekends and were asked to come up with ideas to help the **UK achieve its own target of net zero emissions by 2050**.

The members said it was **"imperative that there is strong and clear leadership from government"** to tackle climate change.

One member, Sue, from Bath, said:

"Even with the country still reeling from coronavirus, it's clear the majority of us feel prioritising net zero policy is not only important, but achievable."

A key theme of the report is education. Ibrahim, a GP from

the citizens have spoken

Surrey, said: "The media has to take a role - schools as well. We perhaps need to look at the curriculum.

As we know communication and education is paramount – BUT, storytelling has to be the way we get the cut through that we so desperately need. Sir David Attenborough's Blue Planet **did more for climate change than it feels 20 years of environmental campaigning achieved – why? Because people could understand it, people believed it and it resonated with us as a society.**

On the subject of what we eat and how we use the land, the assembly urged a voluntary cut of **20-40%** in eating red meat.

"The government can't legislate against eating red meat," Amanda told us, "but with education, advertising and labelling I think we can change their attitudes towards eating red meat - as we did with smoking."

They also said:

- Businesses should make products using **less energy** and **materials**
- People should **repair goods** and **share more**, instead of owning all their appliances
- The UK should get more power from **offshore** and **onshore wind**, and **solar power**
- New housing developments must have good access to facilities through **walking** and **cycling**

WHAT'S THE REACTION BEEN?

The MPs behind the assembly said the report "provides a unique insight into the thinking of an informed public to the trade-offs and changes required to help deliver on the objective that parliament has agreed". They said: **"Their work merits action."**

Crispin Truman, from the countryside charity CPRE, said it shows **"public appetite to end the UK's contribution to the climate emergency has far outstripped government action."**

And Tom Burke, from the climate change think tank, e3g, added: "This is a striking tribute to the common sense of the British public. There is a clear lesson for politicians and editors across the political spectrum about the role our citizens are capable of playing in shaping public policy."

WHAT HAPPENS NOW?

We can only hope this is acted upon and that The Office for Environmental Protection is not just a pipe dream but an institution which is being readied for **immediate action** and to start **forcing government to do less talking and take more action.**

It's time for a... **FASHION REVOLUTION**

On April 24, 2013, the fashion industry gave way to the **4th largest industrial disaster in history**. The Rana Plaza complex, which housed five garment factories in Savar, Bangladesh collapsed. It took the lives of **1,138 workers** and injured another **2,500**, most of whom were young women.

The Rana Plaza tragedy has since become a moment of reckoning for an industry that runs on exploitation. In the aftermath of the disaster, brands struggled to be certain about whether or not the clothes they sold were produced at Rana Plaza. The lack of traceability that was commonplace to fashion meant not knowing where goods were made in complex networks of subcontracting. **There were 29 brands identified from labels in the rubble.** These retailers spanned borders and price points, and it became clear that this disaster didn't fit neatly into our 21st century call-out culture. It was bred by a systemic devaluation of labour in fashion, and the solution wouldn't come from the demise of one single retailer, but the collective action by many to shape up.



Image credit: @BrandWho

It was at this time that the Fashion Revolution movement was born. Answering a growing call to do something about the fashion's rampant human rights abuses, industry professionals came together to launch a global call to action. Since then, Fashion Revolution has seen millions of people around the world ask brands, "**Who made my clothes?**" and demand greater transparency from the brands they buy from. Fashion Revolution's annual Fashion Transparency Index, which measures the social and environmental policies, governance and traceability of the world's biggest brands, has seen the scores of repeat brands increase by 12 percentage point since 2017¹.

Culturally, awareness of fashion's social and environmental issues continues to increase, with **56% of consumers saying they would be put off by a brand's association with pollution**². Internet searches for 'sustainable fashion' have also grown by **five times in the last three years**³ and the market for secondhand and clothing resale is expected to double by 2023⁴.

Still, in spite of growing awareness by masses, the transition to a fair, safe and transparent fashion industry isn't happening fast enough. **The fashion industry is not on course to meet the 1.5° climate target of the Paris Agreement** and human rights group Walk Free suggests that there are more people trapped in modern slavery today than ever before in human history⁵.

This year, as an unprecedented pandemic unfolded before the world, the fashion industry was once again challenged to do better at protecting the environment and taking care of the people who make our clothes. Six months on from the mass layoffs and factory closures that upended an already fragile system, estimates suggest that global garment workers are owed up to \$5.78 billion USD in unpaid and underpaid wages⁶. In September, as fashion weeks struggled to reinvent themselves into digital formats, it became clear that the fashion industry won't return to normal.

Now, it's up to us, as consumers through our purchasing power and citizens through our voices, to demand that the new fashion industry, whatever comes next, is built with the utmost respect for all people and the regeneration of the world around us. As human rights activist, Grace Forrest, reminds us, "**It's become the norm to casually blame 2020 for the state of the world. 2020 is not the problem. 2020 has uncovered so much of what we've tried to ignore, and now can't. We cannot move forward while so many are systematically held back.**"

Fashion has always been about dreaming, about reimagining the future. But now, if we reimagine through the same lens of greed, big business and unmitigated growth, the future of fashion remains very, very short. In our Manifesto for a Fashion Revolution, we write, "**Fashion measures success by more than just sales and profits. Fashion conserves and restores the environment and values people over growth and profit.**"

If you'd like to join us campaigning for a fair fashion industry 365 days a year, you can order our 2021 planner – printed by Seacourt on recycled paper – at www.fashionrevolution.org/2021-planner

1. Fashion Revolution, Fashion Transparency Index, 2020, www.fashionrevolution.org/transparency. 2. Changing Markets, Dirty Fashion Disrupted, 2019, www.changingmarkets.org/portfolio/dirty-fashion. 3. Heuritech, Fashion Sustainability Report, 2019, www.heuritech.com/sustainability-report. 4. ThredUp, Resale Report, 2019, www.thredup.com/resale. 5. Walk Free Foundation, Global Slavery Index, 2018, www.minderoo.org/walk-free. 6. Clean Clothes Campaign, Un(der)paid in the pande

WIND TURBINES

the transition to **cleaner energy**

In 2019, the UK became the first major economy in the world to enshrine in law its commitment to **achieve net zero carbon emissions by 2050**. This requires every part of the economy and society to decarbonise its activities at scale and at speed; fortunately, the abundant supply and falling costs of renewable energy provide **one market-ready solution to help every business address this challenge**.

Furthermore, as the scientific outlook continues to emphasise the risks of failing to address climate change, the pace of **change** and **innovation is increasing**. For example, the sale of petrol and diesel cars (originally scheduled to be banned in the UK from 2040) will now come to an end by **2035 at the latest** – accelerating moves to create a new network of **charging points** for the growing market of **electric vehicles**.

This legislative framework therefore now creates a clear direction of travel for the UK economy, and encourages businesses to invest in a **more sustainable future**.

The Inter-Governmental Panel on Climate Change warned in its late 2018 report that limiting global warming to 1.5°C (as specified in the ground-breaking 2015 Paris Agreement) **requires major and immediate transformation**. Furthermore, mainstream economic commentators have





stated that the threats to financial and economic stability from runaway climate change and ecological breakdown could dwarf those from Covid 19 if urgent action and business leadership is not taken now.

Currently however, the world is not on track, with current projections suggesting a **3°- 4°C rise rather than 1.5°C.**

Fossil-fuel scarcity was previously the primary concern for the near future. Today, however, the industry is concerned not with supply but lack of demand as the main cause for drop in production. The growing recognition that our reliance upon fossil fuels is not sustainable is developing significantly within people, businesses, and governing bodies. Consequently, minor shifts are beginning to take shape, consumers are becoming more aware of their choices and this has and will create fundamental shifts in the world. The problem remains in that climate change

is a **global issue** that can only be tackled sufficiently within global agreements.

The importance then lies in developing alternative methods in and finding the balance between the **economic** and **environmental** needs, as the former often takes priority. Long term climate action requires changes in behaviour and thought from all.

In that context, **our mission is to accelerate the world's transition to clean energy through the use of innovative solar and wind technologies and help create a future where people and nature thrive.**

Etesian technologies focus on smaller, localised power supplies, through onshore micro grids and on and off grid solar and wind hybrid systems for lighting and general power generation.

This technology enables customers to make **significant reductions** to their own **carbon footprints** at a local level.



Etesian are the UK authorised distributor for the world no.1 Vertical axis wind turbine (VAWT) which offers significant performance advantages over traditional wind turbines. We offer full end to end solutions, from consultation through to final installation & maintenance.

With the UK due to host a crucial global climate conference (COP26) in Glasgow in late 2021, there is no better time to switch to decentralised local renewable energy solutions.

David Fagg
Managing Director
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Certified



This company meets the highest standards of social and environmental impact

Corporation



THE QUEEN'S AWARDS
FOR ENTERPRISE:
SUSTAINABLE DEVELOPMENT
2016, 2011 & 2007



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The UK's sustainable printer

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Seacourt are committed to **reducing our impact on the environment.**

To protect the planet this magazine is produced using processes that are:



**100% Waterless
LED Drying**
printing



100%
Renewable
energy



0%
Waste to
landfill



**100% Alcohol
and chemical
free**



**Carbon
neutral**
factory



100%
VOC-free
inks



100%
recycled
paper/material



**Net Positive
Business:** (we offset+
for our entire
supply chain)