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WWF CYMRU NEWSLETTER

AUTUMN 2007



Eight out of 10 people worried about Welsh seas

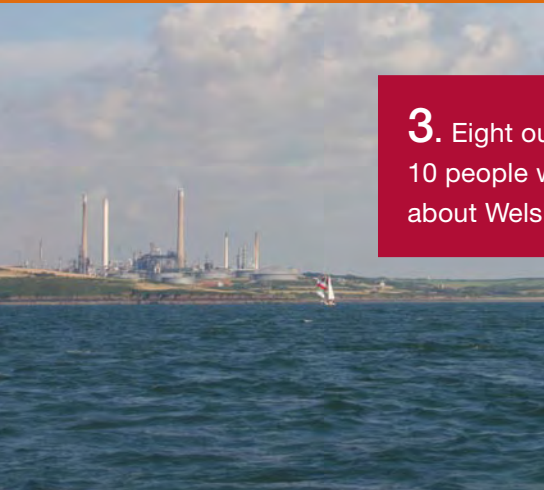


One Planet Wales

Minister helps promote our new campaign



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Welcome to Cymru Siren!

Some of you may have seen us over the summer at various events across Wales. We attended Pembrokeshire Fish Festival, Llangollen International Eisteddfod, the Royal Welsh Show and Wales' National Eisteddfod in Mold. At these we launched and promoted our One Planet Campaign footprint calculator, which measures a person's impact on the planet.

This new online eco-test – which can be found at wwf.org.uk/calculator – asks simple questions about your lifestyle, such as how often you travel abroad, how you heat your home and where you buy your food. It then calculates how many planets your lifestyle requires. What's more, at the end of the questionnaire WWF suggests easy and practical ways you can reduce your impact on the planet.

The average ecological footprint of a person in Wales is 5.25 global hectares – roughly the size of six rugby pitches. If everyone in the world had this impact, we'd need nearly 3.2 planets – but this is far above the world average.

Climate change is one of the symptoms of our current overuse of the planet's natural resources, but we can all do our bit to conserve resources and combat global warming. If we all consume more wisely, save energy and cut down on our waste we can produce less carbon dioxide and tread more lightly on the Earth.

Read on to find out which well-known faces have been supporting our campaign and to discover what we've been up to in other areas of our campaigning.

Morgan Parry
Head of WWF Cymru



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Eight out of 10 people worried about Welsh seas



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On World Oceans Day – 8 June – WWF Cymru launched our *Valuing Wales' seas and coast report*, which revealed that nearly eight out of 10 Welsh people are concerned that our seas are being damaged by human activity.

The major concerns expressed by the Welsh population are the increasing effects that sewage and industrial pollution have on marine habitats, the continued

risk posed by large oil tankers such as the *Sea Empress* travelling through some of Wales' most sensitive sea areas, and the amount of litter being dumped on beaches and in the sea.

Additionally, three-quarters of Welsh people believe that over fishing is threatening the health and stability of our seas. Despite this, only 29% feel

they have enough information to make environmentally responsible decisions when buying fish and seafood, which

suggests that a significant proportion of the population would favour more sustainable seafood consumption if provided with adequate information.

“By making just a few changes to our lifestyles such as choosing local fish products and

taking litter home with us from the beach, we can dramatically improve the state of our seas and coasts,” says Dr Iwan Ball, WWF Cymru's marine policy officer. “But, most importantly, the responsibility for the welfare of our seas lies in the hands of politicians. It is crucial that they support WWF's campaign to highlight the need for the right measures to be included in a Marine Act for the UK.”

“By making just a few changes to our lifestyles such as choosing local fish products and taking litter home with us from the beach, we can dramatically improve the state of our seas and coasts”

Top chefs put together sustainable recipes

Two top chefs have supported WWF Cymru's drive to get people cooking using fish and seafood that have the Marine Stewardship Council (MSC) logo. TV chefs Dudley Newberry and Ross Burden supplied us with a range of recipes using sustainably caught fish and seafood. We began promoting the recipes at the launch of Pembrokeshire Fish Festival in Milford Haven at the end of June.

Visit wwf.org.uk/wales to find out more and to download the recipes. Or visit the MSC website at www.eng.msc.org to find out where you can buy MSC certified fish and seafood in your area.



Summer events

Minister helps promote a One Planet Wales



Jane Davidson, Minister for the Environment, Sustainability and Housing, helped to highlight how everyone in Wales is using more than their fair share of the planet's natural resources at our 'One Planet Wales' event at the National Assembly in July.

WWF Cymru says the Welsh Assembly Government has an important role to play in helping people live within the planet's natural capacity. Our homes, our communities and our lifestyles – what we buy and consume, the energy we use and what we do with our waste – all have an impact on our environment.

"If everyone lived the same way we do in Wales we would need three planets to sustain us," says Morgan Parry, Head of WWF Cymru. "Our over-consumption is leading directly to climate change,

species extinction and the collapse of fish stocks. We can solve this problem

“It is alarming the rate at which our lifestyles are damaging the planet”

by moving to different – but better, healthier and happier – ways of living.

Many Assembly members and party leaders representing all four major political parties joined the event to learn more about One Planet Wales.

The Ecological Footprint

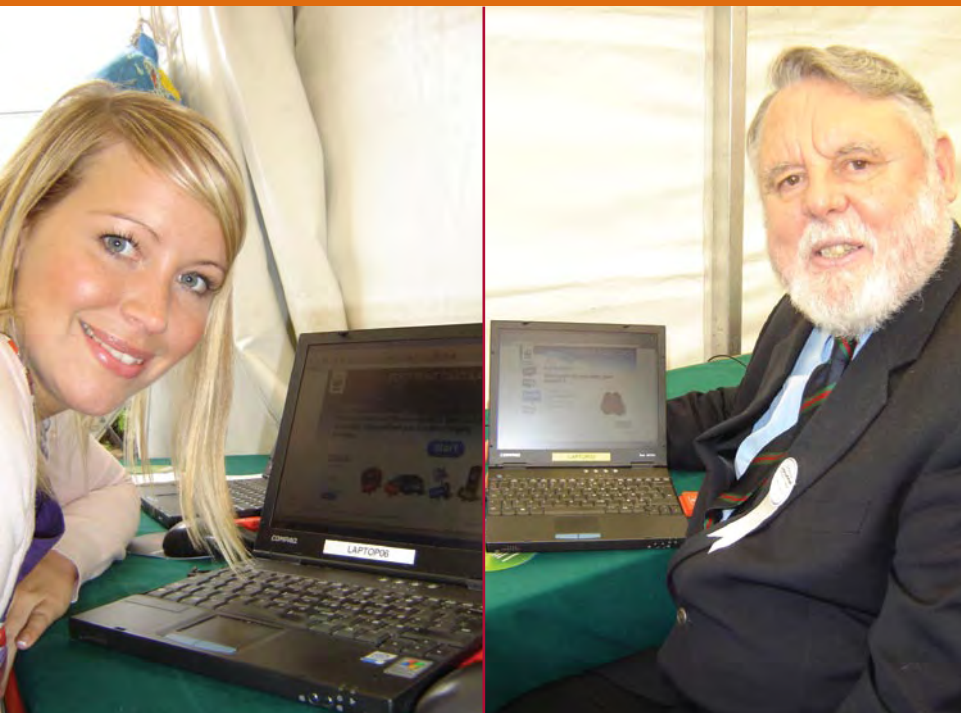
We have also been busy at key public events during the summer promoting WWF's footprint calculator. The aim of this online calculator is to help consumers identify ways in which they can reduce their impact on the environment.

We launched the footprint calculator at Llangollen International Eisteddfod, where WWF-UK ambassador Terry Waite visited our stand to find out more about our campaign. Welsh TV presenter Branwen Gwyn discovered that her lifestyle requires the equivalent of 2.57 planets, which is below the national average of 3.2.

Another well-known face to support WWF and to spice up her green lifestyle is Melanie C. The Spice Girl visited our online calculator to take the eco-test and discovered her lifestyle requires 2.30 planets.

"It is alarming the rate at which our lifestyles are damaging the planet," says Melanie. "We must shrink our footprint down to one planet resulting in us living in harmony with nature. WWF's online footprint calculator is a great way to help us all discover how we can lead a greener lifestyle. Through making the right choices as individuals we can help protect our environment in Wales and around the world."

WWF Cymru has recruited five other footprinters from around Wales: Kate Hamer from Welshpool, Powys; Ruth Mullineux from Canton; Lucy Tibbot from Splott, Cardiff; Marc Richards from Aberystwyth, Ceredigion; and Richard Walton, Cardiff Bay. To find out how they fared in our eco-test please visit wwf.org.uk/wales. If you would like to measure your own ecological footprint and discover how you can reduce your own impact on the planet, please visit wwf.org.uk/calculator



One Planet Wales conference

On 11 October WWF Cymru is organising a One Planet Wales conference at the Wales Millennium Centre, Cardiff, which aims to bring together leaders from the Welsh Assembly, business, politics and civil society in Wales.

The conference will provide the platform to launch WWF Cymru's One Planet Wales research. This outlines solutions, as well as challenges, to the Welsh Assembly and the private and public sector on how to transform Wales' economy to make incredibly efficient use of energy and other resources.

Together, we will discuss the vision of One Planet¹ future – a world in which, by 2050, people everywhere can enjoy a high quality of life within their fair share of the Earth's resources and leave space for wilderness and wildlife.

"We view this conference as the first step on our journey towards a One Planet Wales. A key outcome of the day is to establish a taskforce that will lead towards delivering this vision for Wales," says Morgan Parry.

For further information visit www.org.uk/wales



1 One Planet Living is a joint initiative with

BioRegional

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WHAT'S HAPPENING @ THE ASSEMBLY

SENEDD NEWS



© LIZ SMITH

As many now recognise climate change is the greatest threat facing humanity and our response to this challenge over the next ten years will define us as a generation.

WWF Cymru lobbied hard on a very simple message in the lead up to the election 'Make a One Planet Wales a reality'.

To achieve this we suggested 3 measures

- Reduce Wales' carbon footprint by at least 3% per year
- Stabilise and reduce Wales' ecological footprint to a One Planet level
- Protect Wales marine environment through supporting legislation for a marine Bill which ensures that Welsh seas are sustainably managed through a comprehensive system of marine spatial planning

So to what extent was this consensus on the environment reached in the frantic negotiations that followed May 3rd?

The key policy to tackle our ever increasing emissions in Wales is the aim to achieve annual carbon reductions of 3% per year by 2011 in areas of devolved competence. This is the first commitment we have ever seen in Wales to a target for annual emissions

reductions. **This is to be congratulated – it is in part, a key ask of WWF Cymru's.**

Sadly there was no mention of the critical Marine Bill in the One Wales document.

achieve annual carbon reductions of 3% per year by 2011 in areas of devolved competence

We urgently need a new Marine Act to update the management of our activities at sea and to protect

our marine wildlife. The Marine Act must deliver smarter, more streamlined regulation and more joined-up government decisions.

Email your MP now to ensure the UK Marine Bill is introduced without delay. It only takes 2 minutes and every single email counts.

Please visit

www.wwf.org.uk/marineact/fairshare.asp

What we must do now is start tackling these problems with the commitment, determination and vision required. We believe that consensus can be achieved by a shared vision of a better Wales. Curious what such a vision might be? Go to living www.wwf.org.uk/oneplanet

Progress has been made in the One Wales document, but still we seem to lack the sense of urgency and a political vision. In Jane Davidson we think that might be about to change....

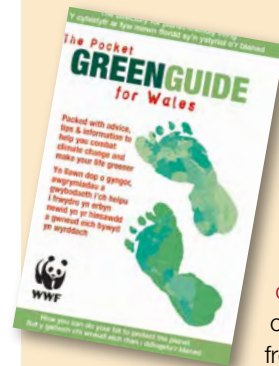
Go green in a fortnight

WWF Cymru, in collaboration with the *Green Guide*, has produced the *Pocket Green Guide for Wales*, which provides bite-sized information that will help you and your family to adopt a more environmentally friendly lifestyle.

A key element of the *Pocket Green Guide* is a plan that will help readers go green in a fortnight and do their bit to conserve the planet and combat climate change.

"Consumers in Wales increasingly recognise that what they buy has an impact on the environment and as a result they want to do more to tackle global problems such as climate change, species loss and destruction of the world's forests," says Morgan Parry, Head of WWF Cymru. "This guide identifies ways that consumers can reduce their footprint and help move Wales from its current 'three planet living' towards a One Planet Wales."

Free downloads and free copies!



You can download a PDF of the *Pocket Green Guide for Wales* from www.wwf.org.uk/wales or www.greenguide.co.uk. Printed copies are available free of charge for organisations,

businesses, charities, schools and local councils to distribute. To request copies, please e-mail editor@greenguide.co.uk