The Bristol Method

how to grow the green economy in a city

In it for good
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What is the ‘green economy’?

Sustainability and economy might not be a natural pairing in most people’s minds. However, when looking for new, creative ways to improve a city, a green economy can do wonders. It addresses both sustainability and financial issues, and by intrinsically linking them, paves the way for improved attitudes to both the environment and the economy.

The United Nations Environment Programme (UNEP) cites the working definition of the green economy as “one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.” Its main objectives are twofold: it simultaneously supports economic growth and enables environmental protection. In practice, the green economy is a framework that aids development without degrading the environment.

It’s an exciting and practical solution in a time of economic and environmental uncertainty, as economies of the future will simply be unsustainable if they fail to consider their impact on the planet. This is why using the green economy to curb our use of natural resources will work as a driving force for future prosperity, bringing a level of stability for commercial growth, jobs and investment. For example, the Confederation of British Industry reports that there is potential for businesses to save up to £23 billion a year from improving their resource efficiency.¹

Bristol is widely recognised as a hub of innovation for businesses, social enterprises and entrepreneurs which, when combined with a city full of environmentally-aware consumers, creates the perfect backdrop for a green economy to flourish. What’s more, world-wide businesses are choosing to operate from here: Mitie, DNV GL, Triodos Renewables and Stirling Dynamics have their global headquarters here in the city. Tech start-ups and traditional companies who are embracing sustainability also thrive here, making Bristol a nucleus for environmental business. The green economy presents the opportunity to link up each of these forward-thinking organisations in cross-sector collaboration to share expertise.

This module seeks to share the conditions which have allowed Bristol’s green economy to thrive and grow, enabling people in others cities to consider what aspects they may wish to replicate. It also contains case studies about a number of green businesses from a variety of sectors so we can hear, in their words, what Bristol’s green economy means to them.

¹ http://www.cbi.org.uk/media/1552876/energy_climatechangelupt_web.pdf
What makes Bristol special?

For many years Bristol has been at the forefront of positive change. In 2008, it was named Britain’s first cycling city. Annual festivals like The Festival of Nature and Big Green Week have been part of the city’s fabric for many years, and projects like At-Bristol have bought incredible new energy technologies to the city.

So what is it about this port nestled into the west of England that makes it the perfect breeding ground? Geographically, it ticks a lot of boxes for the conditions needed for a green city. Strong links to the rural community, connection to the coast and lots of urban green spaces make it an ideal location for understanding environmental issues. Additionally, its independent spirit differentiates it from London, but its accessibility thanks to rail and motorway links makes it a geographical gem.

These conditions have been cultivating a unique community in Bristol for many years. A short walk around the city will demonstrate the fiercely independent nature of Bristolians, and how deeply this is ingrained in its cultural DNA. From Banksy’s graffiti to the Aztec West high-tech business park, the thriving spirit of creativity, experimentation, and risk-taking can be found spanning many sectors and cultures in Bristol.

Basically, a ‘why not’ attitude prevails throughout.
Bristol’s ‘why not?’ attitude

It is more than geography that underpins this city’s economy. Bristol has become known for its quirkiness that transcends social and cultural means to tip into the business world. The city benefits from an unusual alchemy that is a nebulous presence. It’s an alchemy that allows for independent thinking with a sense of connectivity (real and virtual) resulting in different collaborations regardless of local political direction.

Our alternative currency, the Bristol Pound, is a good example of this. Creative sparks, entrepreneurship, grass roots development, tech geekdom, activism, global outlooks and so on, co-exist largely happily within the Bristolian economy to produce a vibrant environment that supports sustainability.

There’s also a distinct way green issues are approached in Bristol. With a continuous conversation about sustainability, people with passion and commitment inspire others. These qualities are embodied by organisations that form to galvanise real change. Low Carbon South West, SetSquared, and Bristol Futures are all examples of groups taking important issues into their own hands. This dedication is also found in more established organisations such as Sustrans, Resource Futures and the Soil Association.

Additionally, the University of Bristol and the University of the West of England – two excellent institutions with brilliant graduate retention – keep bright and forward-thinking individuals in the city, and ensure that links to academia are strong. Furthermore, the West of England Local Enterprise Partnership’s appraisal system for potential projects to be funded also includes environmental metrics alongside the traditional economic measures.

Of course, the local economy cannot yet be called truly low carbon but many Bristol-based businesses are making it greener than you think.
How Bristol City Council is supporting the growth of the local green economy

Over the last decade Bristol City Council has pursued a consistent policy, working with public and private sector partners, firstly to raise the profile of an emerging environmental goods and services cluster (now better known as the low carbon industries sector) and then to stimulate its growth as one of the key sectors of the West of England economy - and essential to its future environmental sustainability.

During 2005-06, the Council’s Economic Development Team undertook local business mapping to reveal a previously ‘hidden’ sector of ‘greening’ activities encompassing renewable energy technology, waste and water management, sustainable design, construction and transport, pollution control, land remediation, environmental audit and consultancy, organic food production etc. The outcome was the launch of the Bristol Environmental Technologies and Services (BETS) as a new partnership led by businesses in the sector and backed by the Council and local Universities (Bristol, West of England and Bath). Between 2006-09, BETS held three major events in Bristol which effectively promoted this ‘new’ sector regionally and nationally – Cutting Edge Showcase, BETS Expo and Conference and Sustainable Business in Practice Expo.

The next phase saw the expansion of the network into the City of Bath and the wider region with the formation in August 2010 of Low Carbon South West as a not for profit community interest company with a mission to promote the sector and support its growth on a wider scale. A programme of environmental business breakfasts was set up in Bristol and Bath, and further promotional events, such as the ETS UK show and the Bristol-Hannover Green Energy Summit, followed in 2011.

In the period leading up to European Green Capital, the Council has commissioned or partnered a broad portfolio of green economy interventions, ranging from low carbon technology-led innovation, to local purchasing initiatives and neighbourhood inter-trading using both Council and ERDF funding:

**South West Environmental Technologies iNet**
£1.2 million innovation support programme for 350 SMEs with a major focus on the Bristol city-region clusters - with support delivered to over 120 companies (2011-15).

**Bristol Improving Your Resource Efficiency – Go Green**
£360,000 pilot programme to provide 300 micro and small businesses across sectors, with environmental business advice and vouchers for capital investment (2012-13), which paved the way for the highly successful Bristol 2015 Go Green initiative. For more information about the Go Green read the Bristol Method module: ‘How to engage small businesses.’

**SevernNet**
A sustainable enterprise and resource efficiency network comprising businesses of various sizes and sectors located in the city’s largest industrial and logistics area around its port, was also established.

**Bristol Hydrogen Ferry Demonstration Project**
£225,000 innovation project to build and trial a zero-emission, hydrogen fuel cell-powered electric ferry, the first of its kind in the UK, for 6 months operation on Bristol’s floating harbour. The trial was a complete success in demonstrating the efficiency and safety of the technology, but has not yet been commercialised due to the high capital cost of the hydrogen refuelling station that is required for daily operation.
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The Bristol Pound
The council assisted the development, launch and local promotion of this popular local Bristol inter-trading scheme which permits exchange among its citizen and business members in both paper notes and electronic format, using its Txt2Pay mobile app. It is a complementary currency to pounds sterling, at 1 to 1 equivalent value, and has been officially recognised by the Bank of England and Her Majesty’s Revenue and Customs. The council is now accepting payment of some local taxes in Bristol Pounds, alongside the main local bus operators and around 1000 businesses.

High Streets and Local Centres Action Plan
Following a city-wide retail study, including health checks of the 47 high streets and local centres, a strategy and action plan was launched in 2010 to revitalise the larger centres with the highest vacancy rates and most at risk of decline by encouraging traders groups, joint action around both physical renewal and marketing, inter-group networking and adoption of best retail business practices. This has since resulted in the set up of four High Street Business Improvement Districts (BID) whereby, following a democratic vote, traders in a defined area agree to pay a levy on their annual business rates to fund a programme of activities typically over a 3 year period.

Bristol 2015 Marine Energy Accelerator Programme
A continuation of the previous offshore energy sector development programme commissioned by the Council since 2011 to support the growing wind, wave and tidal technology cluster and supply chain in the Bristol region (80+ companies), this has a main focus on promotion of Bristol’s tidal energy expertise to international markets including China and South Korea, and development of projects in the Severn Estuary and Bristol Channel. In addition, the Bristol Tidal Energy Forum meets bi-annually and has become one of the main UK tidal industry knowledge networks.

For more information about the work of Bristol City Council's Economic Development team, please contact team leader Robin McDowell on robin.mcdowell@bristol.gov.uk

Measuring Green Growth
The methodology for measuring the growth and environmental and social impact of the green economy is still very much under development. There is a particular challenge to capture reductions in greenhouse gas emissions across the city’s 17,000 enterprises, and in the absence of a mandatory national or EU carbon accounting system.

However, during our Green Capital year, two Bristol initiatives stand out:

- Go Green has been engaging hundreds of local businesses and institutions in voluntary commitments to measure their carbon footprint, adopt action plans to reduce emissions and monitor performance.
- Happy City has been pioneering via local, national and international work a more balanced, qualitative approach to assessing sustainable wellbeing at the city region level, and is developing a new Index of Happiness and a Community Happiness Bank as practical tools.

In the meantime we rely on conventional indicators to measure the success of our green economy policies such as annual growth of employment and output of the low carbon sector. Thus, between 2007 and 2013, employment in the West of England LCEGS sector grew by 12.5% to 28,700 jobs representing 5.4% of the local economy – well above the UK average.1

1 Business Register and Employment Survey, ONS Crown Copyright Reserved (from Nomis)
Cities must support green economies
By Michael Hiller

Green economies will not grow organically. City authorities must take the lead in promoting sustainable choices to encourage long-term economic and environmental viability. Shifting perspectives to a longer-term view on returns will reap dividends for the city and its community.

**Focusing on the longer term**
It is easy to go for quick wins on economic development and focus on the short term. City leaders need to consider the longer-term horizons when making decisions. Planning, procurement and other initiatives will provide different returns in three to five years than they will in 60, 70 or 80 years. It is not about making a quick return, but instead establishing an economy that will benefit and support our children and our children’s children.

**Encouraging innovation**
Cities need a mixture of effective leadership at government level, combined with incentives to develop capability and promote innovative thinking from start-ups and small enterprises. Community-based organisations, charities and not-for-profits often require support when tendering for work against more established corporations. They can play a very effective role in driving an innovative approach, helping to offer real alternatives and developing the green economy – but they need help to get up and running.

While small green enterprises possess a lot of energy and enthusiasm, they frequently lack the financial resources and technical sophistication of big business. Without help, they will struggle to grow into a viable alternative to other parts of the market. Guidance and mentoring, financial advice, consulting support and educational awareness programmes can help make them more competitive. Such organisations provide a rich diversity and encourage innovation.

**The role of planning**
Planning departments within local governments play a key role in establishing sustainable building standards. As the strategic thinkers in local government, they have the opportunity and responsibility to set the standards in promoting green economies.

The cost of retrofitting infrastructure to make it sustainable is so much higher than getting it right in the first place. City leaders can promote requirements to source materials locally, provide increased green space and minimise waste to any project – all of which will benefit the movement towards a greener economy.

**Ensuring environmental concerns are part of the debate**
I agree with Paul Gilding, the Australian environmentalist, who argues for environmental concerns to become a central part of economic debate. Actively measuring the impact of human behaviour on carbon emissions or the use of natural resources means it becomes tangible. Charges can then be made for the use of those resources – something that makes the argument more real for many people.

City authorities can make this a reality, by introducing environmental taxes, charging for excess waste production, carbon emissions, vehicles, non-compliance with building standards and so on. Kanpur, India, charges a tax on vehicles over 15 years old in an attempt to promote the use of more modern less-polluting models, for example.

**The importance of communication in engaging citizens and stakeholders**
At the same time as introducing measures to promote a green economy, city leaders need to explain their choices to their citizens. There has been scaremongering on both sides of the environmental debate. People need to see that there are long-term economic benefits of being more thoughtful about our use of resources. Social media provides more communication outlets than ever to engage people and help them understand the benefits of a more sustainable approach to city living.

Taking a long-term perspective, it should become clear that there does not need to be a conflict between ecology and economy, but rather one links to the other. It must be possible to create economic growth and development without degrading the environment around us – we owe it to the future generations.
Case studies

Below we have gathered a number of case studies of businesses operating in the Bristol area, which either are directly delivering products and services into the green economy or are benefiting from it.

They represent a variety of sectors. Here, they tell their story of how Bristol has supported their growth and success.

- Construction: Churngold Construction
- Energy: Triodos Renewables
- Engineering: Stirling Dynamics
- Events: Kambe
- FMCG: Pukka
- Manufacturing: Bristol BlueGreen
- Professional services: OggaDoon

1. Construction: Churngold Construction

Located in Bristol, Churngold Construction is part of Churngold Group, which has recently celebrated its 30th anniversary. Its chosen base very much reflects the characteristics of the company – vibrant, active and evolving. Managing Director, Andrew Brown, takes up the story:

“Back in 1985, we were drawn to Bristol because, traditionally, that was where our work took us. Since then it has served us well as you can get a long way pretty quickly from the port due to the transport infrastructure. This went some way to recession-proofing our business a few years ago when some parts of the construction industry struggled to survive. One of the key advantages for being based in Bristol is our ability to know who the key players are. It’s the right-sized city for a business like ours.”

Churngold has worked its way through a number of challenging situations over the years beyond the boom/bust economic cycle. Back in the 1990’s, the lack of strategic planning for recycling and disposing construction waste locally was an issue but since focus has shifted onto outputs rather than buildings, this situation has changed. The company has always prided itself on having a skilled workforce however that is not without its problems as many school-leavers simply couldn’t make the grade. Churngold’s solution was to develop its own apprenticeship scheme. Keeping employees is not an issue though with 10 of its 170 strong workforce working at the company since its inception with a lot of families employed in Bristol.

Over time, Churngold Construction has seen sustainability steadily rise in importance across its business. Construction wastes are now, by and large, fully diverted from landfill to maximise recycling and there’s been an increase in low carbon construction as well.

Andrew continues: “More and more innovative and sustainable building materials are being brought to market and we often test and trial these for both our suppliers and clients. With Bristol’s position not only as a European Green Capital but also as a high tech, innovative business hub, we cannot help but be excited by the future and Churngold Construction will be part of it.”

For more information about Churngold Construction, please visit www.churngold.com

2. Energy: Triodos Renewables

Triodos Renewables is a Bristol-based renewable energy company. With 15 renewables energy projects across the UK, it produces clean, green energy supported by its community of 5,500 investors. It is part of the UK arm of Triodos Bank, which was initially based in Sussex. When they relocated 20 years ago, Bristol was already emerging as a leader in forward thinking towards the environment. Triodos saw Bristol as the ideal place to grow.
As a business, Triodos Renewables values Bristol as an inspiring place to be - many specialist sustainable energy consultancies were established or have significant presence in the south west, from Garrad Hassan to Wind Prospect, Alstom to Tidal Generation.

The benefits of the city continue to be an asset to it, particularly in attracting the right people to work in the company. Many in their wider team studied at one of Bristol’s universities and either wanted to stay. Others, having completed their training and initial career experience in London, look to migrate to Bristol to maintain their career but with an improved work life balance. Commuting has challenged the team, but it has counteracted it by encouraging cycling and walking, having no staff parking, and offering a secure bike cage and ample shower facilities.

The green economy is hugely relevant for Triodos Renewables – both in terms of generating renewable power and raising capital from ethical investors. The current National Government policy direction is driving the investment it seeks out of the UK. Progress with the least cost sustainable energy sources is being severely curtailed by the new government, so there is a risk that business and people will re-focus outside of the UK.

That said, the company is hopeful for the future. It has seen first-hand the abundance of expertise in the Bristol area and, when recruiting, sees high quality candidates from the south west. The progressive – and sometimes disruptive – attitude and creativity that Bristol has is a huge positive for the business, and it hopes it can forge a path forwards with sustainable energy and providing access for everyone to benefit from the transition.

For more information about Triodos Renewables, please visit www.triodosrenewables.co.uk

As a respected member of the aerospace engineering community, he founded the company with the purpose of delivering aerospace and marine research consultancy to the UK Ministry of Defence.

Bristol has a strong engineering tradition and Stirling has a great track record of contributing to this. With its head office in Clifton, it has witnessed the region grow in confidence over recent years. Now a hub of innovation, the city is developing a strong support structure and provides fantastic facilities for technical companies, start-ups and entrepreneurs. Pete Stirling, Business Manager at Stirling Dynamics, explains the benefits to Stirling of being in Bristol:

“The aerospace technical services side of the business has been able to flourish in the city given Bristol’s standing as a global centre of excellence for the aerospace industry. Many aerospace engineering primes are based in the region, which provide great supply chain opportunities for SMEs like us. We also benefit from great links to universities such as Bristol, UWE and Bath, and a skilled local workforce.”

Accessing finance to fund growth has been a challenge for Stirling. However, it achieved a significant equity investment in 2014 to facilitate the next stage of the company’s growth. Pete Stirling has high hopes for the local green economy. He comments “We’ve seen first-hand the global attention Bristol has received due to the award of European Green Capital for 2015. This, combined with the region’s significant background in low carbon technology development, makes it the perfect place for a sustainability-focused economy. We’re certainly looking forward to continuing to use our capability to develop business in this area.”

For more information about Stirling Dynamics, please visit www.stirling-dynamics.com

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Engineering:
Stirling Dynamics

For a business like Stirling Dynamics, being located in Bristol is a key part of its heritage. A mechatronic systems company, Stirling was originally incorporated in Bristol in 1987 by company president, Dr Robert Stirling.
“Bristol is a great city with a thriving and dynamic arts, culture, third and private sector enterprises,’ so says Kambe Events Co-Director, Chris Johnson, “As an event consultancy, it is a great to be working in a city, where the benefit to the economy of the events industry is recognised and so many free public events receive funding and sponsorship. For example, Food Connections, a ground-breaking city-wide event attracting 180,000 attendees, which many of our team have been strategically involved with, receives funding from the Council and the BBC, and sponsorship from a great number of Bristol businesses. Everyone benefits.”

For Kambe Events, one of the country’s leading festival organisers, Bristol’s year as Green Capital has been the catalyst for implementing a city-wide green event strategy with Resource Futures through the council and Bristol Festival Forum, which the company has been calling for, for many years.

Chris continues, “As a sustainable event consultancy, we were involved with a strategy to embed sustainable event practice into all city events by making green action plans mandatory as part of the Council’s site permission process. This has been achieved but the strategy must be developed to have real impact and the required shift for environmental impact after the Green Capital year is over.”

Kambe is both hopeful and ambition for the city’s future green economy and would like to see a visionary long-term green city event strategy to stand alongside the impressive calendar of events the city hosts.

“The value and necessity for green event support needs to be realised and funding should be made available for subsequent years to build on 2015’s activities,” Chris concludes, “This way sustainability at events can provide a very real and important contribution to the city’s economy both in financial and sustainability terms’.

For more information about Kambe Events, please visit www.kambe-events.co.uk

For more information on hosting an event sustainability, please read the Bristol Method module: ‘How to put on sustainable events’ which will be published online in November 2015: https://www.bristol2015.co.uk/method

Pukka Herbs provides organic and fairly-traded herbal teas and supplements across the UK and many other countries around the world. Its founder, Tim Westwell, chose Bristol for Pukka HQ as he was attracted to the environmental ethos of the city. He explains: “The abundance of parks and trees combined with quick access to the countryside was a real pull for me. In town I found it easy to navigate and cycle, with the benefits of a bigger city in a more compact way. It has continued to fulfill the potential I first recognised.”

Bristol’s green credentials were another pull for the company as everything Pukka creates is purely organic. “Having the Soil Association based close by has been a real benefit and has helped with our development.”
The company has faced a few challenges in the city. Its south Bristol location has been difficult to grow in as it hasn’t found a suitable office/warehouse combination for its next growth phase. Instead, Pukka has split its business premises with the new warehouse in north Bristol and its offices in the south. The traffic into and out of the centre can also be troublesome, but Pukka has solved this by encouraging its people to cycle to work where they can, using the government scheme for employee cycle purchasing.

Being based in Bristol has been hugely beneficial for the business, enabling it to become self-sustainable and carbon neutral. Tim has high hopes for Bristol and for its local green economy. He says "Bristol has great intentions and there is a well-spring of resources and ideas around. I think a clearer focus and direction is needed for sharper co-ordination – it would be great to get a conversation going about the game-changing issues between local sustainable businesses like ourselves and the council."

For more information about Pukka Herbs, please visit http://www.pukkaherbs.com

Bristol BlueGreen is a member of SETsquared, Low Carbon South West and RegenSW, organisations that bring together like-minds and businesses that are changing the tech and green landscapes in the city.

Being based in the city has brought little in the way of challenges to the business to date with the company benefitting from the Bristol’s connectivity across its commercial quarters. And for Rick, the future looks good too: “We have high hopes for the city’s future local green economy. Our technology is based on the internet of things driven by the possibility of many aspects of life being linked up to the benefit of all. The green economy falls under this commitment to synthesising different areas and sectors with green tech underpinning accessibility and adoption. We believe that sustainability is an underlying necessity to business which is now beginning to drive the energy management sector particularly the issue of cost and security. Voltage management has its part to play and we are happy to lead from the front.”

For more information, please visit www.bristolbluegreen.com

A relative newcomer to Bristol and one of the city’s green tech start-up cohort, Bristol BlueGreen manufacturers energy saving devices in the form of voltage management. The ‘BlueGreen’ units deliver savings on energy use and costs through smart computer technology smoothing out voltage use by buildings. The company is based at the Bristol and Bath Science Park, which is a hub for innovation in the South West. In this environment, it has been able to flourish and learn from similar high-tec, electrical businesses around them.

The decision to be based in Bristol was a strategic one for CEO, Rick Smith. He explains: “Location for us as a start-up is really important as our plan is to grow from our chosen local base. Bristol offered much in terms of its high-tec growing economy and its natural strengths in the low carbon sector. This made it an easy decision for us.”
OggaDoon is a PR and media company that specialises in guerrilla approach which focuses on low budget, high impact campaigns centred on revenue and reach. Its founder, Caroline MacDonald decided that the best clients for OggaDoon were ones that shared her commitment and passion for the environment and consequently much of OggaDoon’s initial work centred around the green sector. Now the business has expanded, working with brands that have a purpose and often great CSR credentials and aspirations.

From the outset, Caroline knew she wanted OggaDoon to serve the Bristol and South West region and the company’s early days benefitted from the tight-knit green community in in the city. Caroline comments “Bristol’s green credentials make it the perfect breeding ground for the sorts of businesses OggaDoon works with – sustainable companies that want to shout about the good that they do. But there is also something else about the city that allows businesses like OggaDoon to thrive and that is its unique connectivity both in the digital and real-life worlds and its pervasive attitude towards business growth.”

As a professional services company, the principle challenge for OggaDoon has been, on occasion, weak business confidence in procurement decision-making about communications activities. But this is not unique to Bristol and more symptomatic of the UK economy at large; in fact the referral mechanism is a lively trading place across the city.

Caroline added: “Bristol’s has always had a prosperous green economy and I hope this continues to flourish. Its city-based businesses should be proud of and shout out about our sustainability credential and our economic heritage. OggaDoon is all about fostering good relationships and creating brands that last – which is sustainability at its core.”

For more information about OggaDoon, please visit www.oggadoon.co.uk
ABOUT THE AUTHOR

This module was written and compiled by Caroline Macdonald, founder and managing director of the PR and media company OggaDoon Ltd which is mentioned above. Caroline has lived in Bristol since 1997 and founded her company in 2012. Before that she was a partner in a London-based environmental communications agency. She has worked for or with a wide variety of green businesses and organisations including: Avon Wildlife Trust, Sustain Ltd, SolarSense, Your Group, Resource Futures, the Environment Agency; letsrecycle.com; Energy Reducing Products Ltd; Mercia Waste Management; FCC Environment, Urbaser, Balfour Beatty, Atkins, WRAP; and SITA UK.

Caroline is chair of Low Carbon sector group at West of England LEP. She also sits on the LEP’s Investment Board and on Fillwood Green Business Park Committee. Caroline is a Director of Love the Future CIC and a member of Bristol’s Resilience Sounding Board.

Caroline can be contacted at caroline@oggadoon.co.uk

BRISTOL 2015

European Green Capital is a prestigious annual award designed to promote and reward the efforts of cities to improve the environment. Bristol is the first ever UK city to win the award.

European Green Capital is run by The European Commission, recognising that Europe’s urban societies face many environmental challenges – and that sustainable, low-carbon living is vital to the future of our cities and our people.

The award was first won by Stockholm in 2010. Since then, Hamburg, Vitoria-Gasteiz, Nantes and Copenhagen have carried the torch. Bristol will hand over to Ljubljana at the end of the year.

THE BRISTOL METHOD

The Bristol Method is a knowledge-transfer programme aimed at helping people in other cities understand and apply the lessons that Bristol has learned in becoming a more sustainable city, not just in 2015 but in the last decade.

Each module of the Bristol Method is presented as an easy-to-digest ‘how to’ guide on a particular topic, which use Bristol’s experiences as a case study. The modules contain generic advice and recommendations that each reader can tailor to their own circumstances.

The Bristol Method modules are published on the Bristol 2015 website at www.bristol2015.co.uk/method