



a little ethical e-booklet

a wee book of ideas, info and inspiration of ways to live ethically in Truro today.

What ethical is and how you live it is up to you to decide, but we thought we'd bring together a few bits and bobs to get you started. To kick off here's a top tip for ethical living from expert - Leo Hickman, editor and journalist for The Guardian and author of a number of books on the topic.

" Try to keep it simple at the beginning. Don't overwhelm yourself.

Choose a topic you know you will be passionate about. I would recommend "food". It's an act of consumption we undertake regularly and it touches on nearly every major issue - waste, energy use, influence of advertising, health, power of corporations, social injustice, globalisation, animal welfare, habitat destruction... More than enough to chew on!"

4 ethical living themes divided into **4 sections**:



Each section contains a summary of the discussions had by a group of local people around the particular theme, followed by the personal story, ideas and suggestions from one of the TT team.

Section 1:

Food


Q1. What is 'ethical' food to you?

manufacture-process
chemical-free animal-friendly
unprocessed
farmers-market
fairtrade

Q2. What for you are the **barriers** to eating ethically?

Busy-life lack-of-knowledge
making/breaking-Habits
Supermarkets
Time

Q3. Solutions - what would enable you to eat more 'ethical foods'?

allotments
garden-vege-plots co-ops
localised-production
information people-based-farming
more-choice
community-growing-spaces
education local-food-box

Foody reflection from Tony from TT:

" The Food Table at Leo's talk had a lively discussion. We concluded that until push comes to shove, most people are in thrall to the supermarkets for their shopping needs. This is supplemented for the more discerning by the **local twice weekly farmers market** on Lemon Quay. Others mentioned the various **box schemes** such as **Cusgarne Organic Farm and Tree of Life**. There is also the **Cornish Food Box Company and Farm Shop**.

In terms of taking things forward, there were thoughts on the benefits of **shopping co-ops** with a group of friends bulk buying and distributing to the members. **Allotments** and **local back garden veggies** and **street schemes** will eventually become essential as the debt riddled economy and energy descent bites further into our pockets and standard of living. World trade will continue to provide spices and other treats. Polly tunnels and green houses will become more common. **Highly productive Bio-intensive organic people-based farming** and **permaCulture** principles will hopefully be the way forward for food **localised production**."

Section 2:

Transport



(goods and people)

Q1. What is 'ethical' transport to you?

bike feet
public-transport

Q2. What for you are the **barriers** to travelling ethically?

public-transport-expensive
economy-dependent-on-high-energy-transport
food-miles habit cheap-air-transport
expect-mobility social-pressure
locked-into-cost-of-car
effort-needed

Q3. Solutions - what would enable you to travel more ethically?

car-pooling.com holiday-locally
develop-co-operatively-owned-electric-bus-in-Truro greater-choice
video/audio-conferencing-technologies-reduce-work-travel
being-content-with-what-got
car-share

Personal travel accounts for about **10%** of an individual's personal carbon emissions. There are lots of things we can do about the way we get around that can both help reduce our carbon emissions and improve our quality of life.

Sarah from TT has put together **5** fab ways to travel more ethically here in Truro..

1. Explore and enjoy what's on your doorstep as much as possible. Truro has plenty of entertainment, leisure and shopping opportunities and using these will also help ensure the town remains vibrant with a strong local economy. And there are things you can do in Truro for free or just a small charge. Eg, Truro Community Library puts on workshops for adults and children covering a range of subjects. Waterstones have a book club which meets once a month. Many of Truro's pubs/clubs put on free music by gifted local musicians for the cost of a pint! You may belong to a club or project which you currently need to travel to get to. Could something similar be set up in Truro?



2. Holidaying locally... with cheap air travel and a variable British climate there is always the temptation to fly off to sunnier climes. However, there are plenty of beautiful places to visit in Britain and in most places there are indoor things to do if the weather takes a turn for the worst. Living in Cornwall offers even more reason to take a local break. A week or two's holiday in wild Penwith or on the north Cornwall coast can help you get away from it all without the hassle of hours or days of stressful travel.



3. Explore your local area... how many of us who live and/or work in Truro are really familiar with our immediate environment? After a hard day's/week's work we may hop in the car for a trip out of Truro. Instead why not take a green walk from the centre of the town and explore Truro's parks, footways, rivers, wildlife and historic heritage, you'll meet new people too! Check out TT's partner project - Truro Green Walks, get in touch for more info on their latest adventure on: trurogreenwalks@gmail.com.



**truro
green
walks**



4. Leave the car at home now and again.. Private car use accounts for the majority of carbon emissions from personal travel. The majority of journeys we take in the car are 3 miles or less, distances we could think about walking, cycling or taking public transport.

Getting out of our Cars Can:

- Reduce congestion and stress
- Improve health and fitness
- Promote a sense of community through sharing public transport
- Allow you to appreciate and reconnect with your environment

IDEA: Car clubs/Car sharing

One of the barriers to reducing car use is the upfront costs of car ownership. Before even putting fuel into our cars we could be spending £1,000 plus a year on depreciation, car tax, insurance, MOT, servicing/repairs, and breakdown cover. To ensure we make the most of this investment we are more likely to get in the car rather than 'paying again' for public transport.

Truro is a public transport 'hub' with excellent train, bus and boat links. It is an ideal place to experiment with giving up your car. The geography of

Cornwall being what it is, most of us will need a car for some journeys. Should there be enough interest Transition Truro is keen to set up a formal car club. This is 'pay as you go' driving which frees you from the cost and hassle of car ownership and promotes a wider choice of more sustainable travel options. In the meantime why not get together with friends or neighbours to start an informal arrangement. If you own a car but use it infrequently you could arrange to 'hire' it out to people you know and trust whose car travel needs complement your own. This could be as simple as putting other named users on your insurance and charging an hourly fee and mileage rate. Examples of such fees can be found on car club websites. Anyone interested in being part of car club in Truro please let us know!

www.carplus.org.uk	Carplus is a national charity promoting responsible car use. It encourages a rethink of car use, in particular promoting the use of car clubs and car sharing alongside public transport, walking and cycling.
www.carsharecornwall.com	A free service that links drivers and passengers to share car journeys. You can car-share to work, on the school run, to the shops or for leisure or work work related trips anywhere in Cornwall and beyond – the system is linked to a national database of journeys.
www.moorCar.co.uk www.co-Cars.co.uk	These 2 car clubs are based in Devon. Co- cars have in the past expressed an interest in operating in Truro. We would like to explore this option with them again if we can raise sufficient interest!!
www.whipCar.com	Web based service for renting out your own vehicle

5. Give public transport a go when you can... Despite cuts in some services Truro is still a good place to get around by bus or train. To start with there is the excellent *Devon and Cornwall railcard* which for £10 a year gives you a third off 'off peak' rail travel in Devon and Cornwall. You can take a second person with you at the reduced rate too. You can get your railcard at Truro station.

Remember to take ID and proof of residence (eg utility/Council Tax bill)

The *Plusbus* scheme enables you to book a journey combining rail travel with any necessary bus travel to get you to your final destination. It's convenient and cheaper too. Remember to ask for it when you get your rail ticket.

There is a lot of information to help you plan local and national trips by public transport travel. Here are some website links to start you off. Not all have been 'tested' personally by TT members so if you have any direct experience we'd love to hear from you!

www.cornwallpublictransport.info	Provides timetable information on all bus services operating in Cornwall, as well as information on rail, coach, air and ferry services.
www.nationalexpress.com	National Express provides a range of national coach journeys from a wide selection of towns in Cornwall
www.megabus.com	Megabus provides cheap but limited coach travel from a small number of towns in Cornwall

www.traveline.info	Provides information to enable you to plan a journey by train, bus or coach or a combination of all three. The information is provided on a regional basis.
http://www.transportdirect.info/Web2/Home.aspx?CacheParam=5	This website offers information for door-to-door travel for both public transport and car journeys around Britain. It can calculate CO2 emissions for your journey.
www.thetrainline.com	On line journey planner and ticket sales for all train companies to all national destinations. (Other sites also offer this service). The best deals for British train travel are often found online and booked several weeks in advance. However most train companies won't release the cheapest tickets until between eight and 12 weeks before departure.

Section 3:

Energy



Q1. What is 'ethical' energy to you?

renewable-energies
little-impact-on-landscape/wildlife
no-unnecessary-energy-use
PV Heatpumps Wind
use-less-fossil-fuels Geothermal

Q2. What for you are the **barriers** to using ethical energy?

planning-restrictions

not-affordable-for-all

views-of-society

aesthetic-appeal

initial-cost

Q3. Solutions - what would enable you to use more ethical sources of energy?

better-education
more-joined-up-thinking
advice-from-experts community-micro-generation
continuation-of-feed-in-tariffs
cheaper-alternative-energy-sources

Some energy ideas and experiences from John from TT:

"For all you need to know about sustainable microgenerating systems for domestic use, eg; solar electricity - solar hot water - wind power - heat pumps (ground/air) - hydroelectricity and wood-fueled heating, visit The Energy Saving Trust at www.energysavingtrust.org.uk - they offer advice on the various options, on grants, offers and estimates on the money you could save, on reputable, registered installers - you could be saving yourself a small fortune and helping to save the planet.

One small piece of advice; under-floor heating (electric or water) is more efficient, more economical and not that expensive to install.

In Sept 2010 we had a 4kW array of pv panels erected in our field facing due South at a cost of £17,000 - It was more expensive than a roof-mounted array as it is free-standing - to date we have produced over 7,000 kWh of electricity, exceeding the estimated output, and at about 44p per kWh we are delighted with the result. At the same time we had a 20 tube solar thermal system fitted to the roof at a cost of a little over £1,000 - that gives us all the hot water we need in the summer without resorting to other forms of heating - with a well insulated tank the water stays hot over night so a shower in the morning is possible - most days in the winter the system gives us a head start so the oil fired boiler doesn't have to start from cold. Both systems were installed by Richard Bicknell of Solcentric at Feok, an easy and most obliging firm to deal with - for other local installers look at The Energy Saving Trust website at www.energysavingtrust.org.uk."

Section 4:

Consumerism



Q1. What is 'ethical' consumption to you?

buying/using-less
recycling sharing
swapping re-using
up-cycling being-conscious-of-what-consuming

Q2. What for you are the **barriers** to consuming ethically?

consumer-lifestyle habit
not-enough-knowledge-to-inform-decisions culture-of-consumption
fear-of-exclusion militarism peer/social-pressure
societal-norms

Q3. Solutions - what would enable you to consume more ethically?

Swap be-the-change
information/ideas/shared
Share think-about-your-choices
vote-with-your-wallet critical-thinking
Up-cycle
open-to-different-ideas.info
Swishing-parties

Here are some ideas for how to consume more ethically and a few sprinklings of inspiration from Kloe from TT:

- Watch: The Story of Stuff
- Inspiring Characters: Low Impact Man - Colin Beavan, Dick Strawbridge
- Connect with others by following a blog, and start your own! :)
 - Frugal Queen (based in Liskeard)
<http://frugalincornwall.blogspot.co.uk/> ..you could organise a get-together and do workshop on frugal living! :)
 - The FrugalGraduate , a 23yr graduate living frugally in Cornwall
<http://the-frugal-graduate.blogspot.co.uk/>
 - Frugal living UK: <http://frugalityuk.blogspot.co.uk/>

Things YOU can do in Truro:

- Buy less! ..saves money, time, resources, space, stress
- Shop in charity shops - you can find some real treasures!
- Car boot sales
 - Car boot sale every Saturday at 10am. Truro Cattle Market (all weather). Car Boot Sellers from £6. Market traders £1 per foot frontage. Admission 30p. Children free. Tel: 07807807888
 - There's more info on car boots across Cornwall on the intocornwall.com website.
- Truro Freecycle: <http://groups.freecycle.org/freecycletruro/posts/all>
- Reuse items, TONS of ideas for what and how online.
- Bank ethically - we have a co-operative bank branch in Truro now! :)
- Organise a swishing event! <http://swishing.com/home/> oorr
- Cornwall Clothing Swap Shop put on clothes swapping events around Cornwall, and based in Truro!!
<https://sites.google.com/site/cornwallclothingswapshop/contact-us>
<http://www.facebook.com/pages/Cornwall-Clothing-Swap-Shop-UK/258428190862214>
- Cornwall Waste Action 'enabling positive actions through sustainable resource use'..a great group to link in with.
<http://www.cornwallwasteaction.org.uk/contact/>

Well that brings this booklet to an end, hope you found of useful and managed to glean one or two nuggets of info out of it!

We'd love to hear about what you thought of this leaflets, what bits you liked and those you'd get rid of, let us know on:

transitionintruro@gmail.com

Also if you've got any more ideas/suggestions you'd like to add to the booklet, send 'em over :)

To keep in touch and/or get involved in TT, you've got one or two options, depending on what you prefer!

Email:

info@transitiontruro.org.uk

Website:

www.transitiontruro.org.uk

Blog:

<http://transitiontruro.wordpress.com/>



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