



## Viewpoint with Simon Lee, Chief Executive – Changeworks

**IN the last few weeks we have seen M&S pledge £200m to make its operations carbon neutral, and in a recent speech Tesco boss Sir Terry Leahy promised: “Over the next five years we will spend more than £500m in reducing our energy use.” I am no fan of supermarkets, but these organisations deserve praise for this.**

It is not what motivates a person to change that matters; what matters is that change happens. Some changes may not seem like much – but a small change is better than no change, and next time we can do even better.

Our success in curbing climate change depends upon our willingness to change what we choose to do and buy. We need to understand more about flicking the switches that motivate us to make the right choices, and we need to accept that some of us will change more gradually than others.

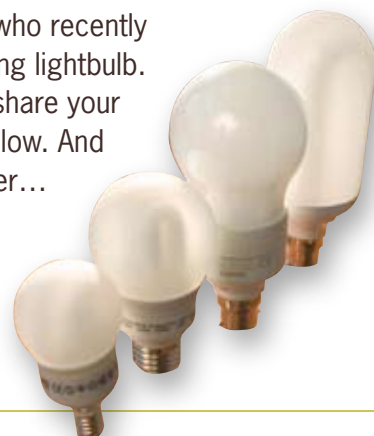
This understanding will only come if we engage. We must listen to needs and concerns and adjust our messages. We all need encouragement and support to change our ways, and the trick is to find out what appeals to individual consciences – even though this might miss the ‘real’ issue.

Changeworks has taken this approach before. LEEP Recycling’s award-winning ‘Our boxes mean business’ campaign worked because we listened to what is important to our customers – that workplace recycling should be easy, cost effective and convenient – the environmental benefits of recycling at work were not even on the radar for most of them.

This year we will take the waste prevention message to a whole community in West Lothian. How we sell the message will have to relate to the different values, motivations and barriers to change of the individuals we will encounter. We will have to listen to what is being said and tailor our message so that a connection relevant to their lives will be made and buy-in to change achieved.

As highlighted by the Stern Review, the world has less than ten years to take action to avoid the worst effects of climate change. There is a great deal to be done. If we celebrate the small changes being made now and engage with those making a difference, we will encourage greater change in the long run.

So, well done M&S and Tesco! And well done to my carbon-addicted friend, who recently purchased his first energy saving lightbulb. It is a good start. Others who share your values have noticed and will follow. And next time we can do even better...



## A better start in life

**CHILDREN living in hard to heat homes are more likely to suffer from asthma and chest infections, which can lead to increased absence from nursery or school, adversely affecting their achievements.**

Cosy Kids is a Changeworks initiative helping low-income parents whose children are being affected by cold, damp housing.

This groundbreaking project, funded by the ScottishPower Energy People Trust, helps families to make their homes affordably warm by providing comprehensive energy advice including: improving the use of heating, reducing fuel bills and accessing energy-saving grants.

Over the next two years, Cosy Kids will help hundreds of the newest members of society – who often suffer the most from fuel poverty – in Edinburgh, East Lothian and Midlothian.



### Changeworks affordable warmth services – at a glance



**FUEL Billing Advice Team** provides FREE, confidential and independent advice to householders experiencing problems with gas and/or electricity payments throughout Edinburgh, Midlothian and East Lothian.

**Warmburgh Advice Team** delivers energy advice to Edinburgh householders over the telephone, at home and through local advice surgeries.

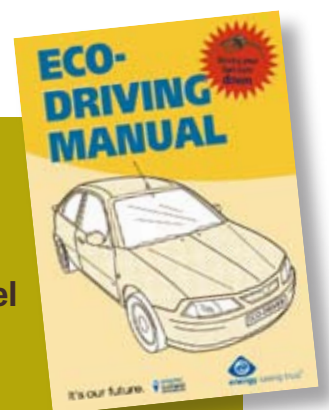
**Warm and Well** improves the housing conditions of people whose ill-health may be exacerbated by living in cold, damp housing, and works closely with health professionals, who identify and refer people to the project.

**Find out more: 0131 555 4008**  
[energyadvice@changeworks.org.uk](mailto:energyadvice@changeworks.org.uk)

## Eco-driving TOP TIP

**IF you are stuck in a jam, switch the engine off if you expect to be there for more than a minute or two. Cutting the engine will save fuel and reduce emissions.**

Changeworks is currently providing Eco-Driving advice, as part of the service delivered by the Energy Efficiency Advice Centre. To find out more or to download a copy of the Energy Saving Trust's Eco-Driving Manual, visit [www.changeworks.org.uk](http://www.changeworks.org.uk)



## LEEP Recycling launches IT equipment collections

**ACCORDING to the Department of Trade and Industry, waste electrical and electronic equipment (WEEE) is the fastest-growing category of waste across the EU.**

It is also a priority waste stream – due to the hazardous nature of many types of equipment. Monitors, for example, are classified as hazardous waste and cannot be disposed of with general waste. Instead they must be collected and disposed of by a licensed recycling operation.

LEEP Recycling has launched IT equipment collections, and secure data destruction, to help Edinburgh businesses to recycle their waste.

The new WRAP-funded initiative follows the successful ‘Our boxes mean business’ campaign, which resulted in 245 firms signing up to workplace recycling in just six months – diverting an estimated 396 tonnes of waste from landfill annually.

**Find out more: 0131 538 5381**  
**[leeprecycling@changeworks.org.uk](mailto:leeprecycling@changeworks.org.uk)**

*“All organisations have a duty of care to their stakeholders to dispose of IT equipment and confidential data in a responsible manner,”* said Tom Kenny, Changeworks’ Head of Commercial Operations. *“Most people now shred, and of course recycle, their confidential paper, so why should the sensitive information on your hard drive be any different?”*

All IT equipment collected by LEEP Recycling will be dismantled and recycled under an appropriate SEPA licence and data stored on hard drives will be physically destroyed as part of the process.



## Winning ways

**CHANGEWORKS has been recognised with three prestigious awards – in just three months.**

Our business recycling service LEEP Recycling, working with Waste Aware Business, won ‘Best Partnership’ at the Eventful Scotland Waste Management Industry Awards in October.

In November our Fuel Billing Advice Team won the EnergySavers Award 2006 – a plaque and a cheque for £1,500 were presented at the Energy Action Scotland Annual Conference.

In December Changeworks did the treble with yet another award, this time for our Top of Tenements Project, which won ‘Best Environmental Initiative’ at the Scottish Green Energy Awards 2006. ToTP was also a finalist in the National Energy Efficiency Awards.



## 'Dr Bunhead' helps pupils to Make Waste History

**DR Bunhead (alias actor Tom Pringle) from TV's 'Brainiac' joined pupils and teachers from Edinburgh and East Lothian at this year's Make Waste History Summit for Schools.**

*"The purpose of Make Waste History is to ensure that a consistent message goes out to those involved in delivering and receiving waste education: that active citizenship today will lead to a more sustainable tomorrow," said Neil Fraser from Changeworks' Waste Education Team.*

*"This is a great event to ensure that young people learn in a fun way that reducing waste and making informed decisions are important for protecting the environment and creating a sustainable future for generations to come," added Tom.*

Pupils attending the Summit, which was delivered in conjunction with SEPA's annual Waste Network Conference, pledged to implement waste prevention measures in school, and a competition was launched to encourage them to persuade others to join their campaigns. Watch this space to find out how they get on...



**Find out more: 0131 555 4010**  
**wasteeducation@changeworks.org.uk**

### About Changeworks

Changeworks exists to improve quality of life and to protect the environment. We work with passion, integrity and in collaboration to develop and deliver innovative projects and businesses in energy, waste prevention and transport that inspire and empower people and communities to make a difference.

**[www.changeworks.org.uk](http://www.changeworks.org.uk)**

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