

# GUILDFORD GOING FOR GREEN

AS MENTIONED IN the June edition of this newsletter, Guildford Environmental Forum is one of the partners in a project that is encouraging Guildford residents to lower their carbon dioxide emissions by using some of the appropriate technology that is now available locally. The project, for which we have adopted the name *Guildford greenlife*, is funded by the Government through the Energy Saving Trust Innovation Programme and organised and coordinated by Guildford Borough Council. Our earlier article gave a report of the feasibility study that was undertaken last winter; and now the implementation part of the project is well under way.

The purpose of the scheme is threefold: to introduce all Guildford householders to affordable low carbon products; to support local businesses that are supplying such products; and to encourage people, through a significant financial incentive, to consider installing some of the major energy efficiency measures that would make a real difference to the level of their CO<sub>2</sub> emissions.

Within the next month, all 55,000 households in the borough of Guildford will receive a booklet outlining the *Guildford greenlife* scheme. This booklet contains information on how we can all help to cut down on carbon dioxide emissions, and advertises some of the many everyday goods and services that can contribute to a reduction in those emissions.

The scheme does not stop there, however; residents who purchase goods and services advertised in the *Guildford greenlife* booklet will be rewarded with a voucher worth £50 off the cost of one of the major energy efficiency measures offered through the Council's discount scheme, 'Guildford Housewarmers'. With the additional saving through the voucher, many homes could have 10 inches of loft insulation installed professionally for as little as £50 for a four bedroom semi-detached home. At such a low price, residents could find that they were able to recoup their investment in under a year,

simply through their savings on energy bills.

The way the scheme works is that when someone buys any one of a number of advertised incentive products, such as a solar radio, an A-rated washing machine, a box of local organic vegetables or an electric bicycle, they present the shopkeeper with the *Guildford greenlife* booklet and receive a voucher worth £50. This voucher can then be put towards one of the major energy efficiency measures offered through Guildford Borough Council, such as roof insulation or a condensing boiler.

Of course, changing to low energy bulbs, or buying local rather than imported food, is not going to save the planet overnight, or make up for the fact that so many people still cruise around the town in fuel-guzzling vehicles. However, 55,000 households represent a large target audience, and if a

good percentage of Guildford residents take up these attractive offers and change to low-carbon technologies and products, there should be a worthwhile reduction in the damage we are inflicting on the environment.

As well as providing incentives to residents to consider reducing their carbon dioxide emissions by using some of the 'greener' technologies, it is hoped that the project will have an educational impact by encouraging people to start thinking carefully about the effect they are having on the environment simply by the choices they make about their ordinary household purchases.

Apart from the Borough Council and GEF, the other bodies involved in the project are CEN (Creative Environmental Networks) and Natural Discovery Ltd. You can find more about the *Guildford greenlife* project on our web-page: [www.guildfordgreenlife.info](http://www.guildfordgreenlife.info)

If anyone has not received the *Guildford greenlife* booklet by mid-December they should contact the Home Energy Conservation Officer on 01483 444304, so that one can immediately be sent out to them free of charge.

*Alwyn Marriage*

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