



# **The Low Carbon Lifestyle Tour 2007**

*Supported by HRH The Prince of Wales*

**With endorsements from:  
Tony Blair, David Cameron, Menzies  
Campbell , James Lovelock,  
Jonathon Porritt, Stephen Tindale,  
Zac Goldsmith, Tim Smit, Tony Juniper,  
Satish Kumar, Caroline Lucas, Crispin  
Tickell, Gerard Morgan Grenville,  
and Jonathan Dimbleby.**

## **The National Climate Change Initiative**

**Sailing around Britain  
in a zero-emission microyacht  
to promote low carbon lifestyles  
to an audience of 12 million**

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## The Tour

The Low Carbon Lifestyle Tour is a 6-month voyage around Britain in the revolutionary zero-emission Explorer Microyacht, to promote the benefits of low carbon living. The tour will visit 40 ports including Swansea, Liverpool, Glasgow, Edinburgh, Newcastle, London and Southampton, liaising with regional and national media to reach an audience of 12 million. The message is that a low carbon lifestyle – a life that creates less carbon dioxide – is easy, fun, saves money and improves your quality of life. A website, flyers and handbook will accompany the tour, which will launch from Clovelly, Devon, on Easter Sunday, and end in Exeter on 14th October 2007.

## Lifestyles

At the moment humans are making carbon dioxide faster than plants can turn it back into oxygen. This causes climate change, rising sea levels, storms, floods and threat to human life. Activities that create CO<sub>2</sub> are driving cars, heating homes, generating electricity, flying planes, manufacturing and transport. So in a low carbon lifestyle you live closer to work, insulate your home, take the train on holiday, buy British products and eat local food. It's a better life, too!



## Global Context

Expert opinion says that global CO<sub>2</sub> reductions in the next 10 years are critical to preserve a livable habitat for humanity on Earth. The rest of the world will follow a lead taken by Great Britain, but there will be a delay of 5 years. Therefore Britain will need to set an example within 5 years. To enable this, carbon reduction should be the main issue at the next general election, in 2 years. The Low Carbon Lifestyle Tour has two objectives:

- To create the awareness necessary to vote for carbon reductions at the next election,
- To provide the British public with the information they need to live low carbon lifestyles.

The tour will take place in 2007.

Global Carbon Dioxide Reductions:	2017	10 years
British Carbon Dioxide Reductions:	2012	5 years
Next British General Election:	2008	
The Low Carbon Lifestyle Tour:	2007	



## Vessel

"Chance" was designed in mid-Atlantic by carpenter Mukti Mitchell after a 10,000-mile voyage to study sea conditions (model name Explorer). Her unique feature is the revolutionary Swing Bulb Keel, which provides an unprecedented stability-to-weight ratio, combining seaworthiness with row-ability, and dispensing the need for an engine. She has sailed 500 miles, was Finalist in the AYRS Yacht Design Competition 2003, and nominated "Innovative Boat of the Year 2005" at the IPC Marine Awards.

## Crew

Mukti Mitchell is a carpenter who lives by the sea in Devon. In 2004 he designed the Resurgence Personal Carbon Dioxide Calculator, coming first in an independent study of carbon calculators on-line, and in 2005 set up Mitchell Yachts Ltd. to manufacture the Explorer. Mukti has pioneered a low carbon lifestyle for 10 years, and his annual CO2 emissions are 5 tonnes (national average 10 tonnes per person). The lifestyle tour will combine Mukti's passions and achievements in this nationally coordinated event. (There will be a second crew on the Explorer at all times during this voyage.)

## VIPs

10 VIPs and organisations are being asked for their support: Tony Blair, Gordon Brown, David Cameron, Sir Menzies-Campbell, Ken Livingston, David Milliband, Michael Meacher, The Carbon Trust, DEFRA and the DTI.

Adding to the support received from many of the big names in the environment, the tour aims to work with the major organisations in the carbon field: Stop Climate Chaos, the Climate Group and The Climate Outreach Information Network.

Celebrities who are interested in low carbon living are invited to take part in land events or sail Chance for a day.

## Media

News Value: The Low Carbon Lifestyle Tour combines an issue of international relevance with a national event, local appearances, innovation and a personal story, to create high news value. The 5-week pilot tour reached an audience of 1.2 million and the 2007 tour is expected to reach an audience of over 12 million.

The tour was previewed in the yachting press and on National Television at the Southampton International Boatshow 2006. Sailing Today and



the Dinghy Cruising magazine plan to publish articles on the tour, ITV is interested in a documentary series.

Regional papers number 110 titles covering the ports of call for the tour, with a combined audience of 11.6 million. By passing through so many areas, the tour accesses this huge audience. National newspapers, lifestyle and environmental magazines are expected to cover the tour. (See below for media audience figures.)

Material offered to the media will include: Journey log, digital and positive photographs, weekly press releases, photo weblog, talks at major cities, video diary, web cam, and interviews with celebrities and environmentalists.

## Guidebook

Following the success of the Resurgence Personal Carbon Dioxide Calculator (widely recognized as the best on-line) Mukti Mitchell is writing a guidebook on low carbon living to accompany the tour. Green Books Publishers have expressed an interest, and the aim is to publish on the tour launch date. The book will take half an hour to read, cost very little and be for readers of all backgrounds. It contains 10 chapters on the 10 aspects of a low carbon lifestyle: Electricity use, food, transport, shopping, insulation, waste disposal, entertainment, energy sources, the workplace and holidays.

## Land Events

Events are being organised in ports of call, where companies are invited to display low-carbon products from insulation to bicycles, solar panels, public transport, low-carbon holidays, local food, art, craft, music and sport. This will provide a public attraction and introduce people to the many elements of low carbon living. Low-carbon pioneers, experts, architects, teachers and councillors can offer advice. The Green Party will assist in coordinating land events.

## Pilot

A pilot tour of the Southwest was conducted in 2005. The voyage covered 330 miles and 19 ports in 28 days. This established the viability of the vessel, sponsorship and media campaign. The tour was sponsored by 10 regional companies, reached an audience of 1.2 million through the media and distributed 2,000 leaflets to sailing clubs and councils.

## Schools

The tour plans to produce a schools pack and web page making the voyage and low carbon programme interactive for children. Kit Rogers, environmental co-coordinator at Priestlands Comprehensive School, Hampshire, will work with the tour and the Eco-Schools Network to facilitate this. Mukti Mitchell will give presentations to Schools and Universities on route.



## Tour Itinerary

<b>Clovelly</b>	<b>8 April</b>	Fort William	5 June	Ipswich	31 July
Ilfracombe	11 April	Inverness	9 June	Colchester	3 Aug
<b>Swansea</b>	<b>14 April</b>	Findhorn	12 June	Greenwich	10 Aug
Tenby	17 April	Aberdeen	17 June	<b>Westminster</b>	<b>18 Aug</b>
<b>Fishguard</b>	<b>21 April</b>	St Andrews	20 June	Ramsgate	25 Aug
Aberystwyth	24 April	<b>Edinburgh</b>	<b>23 June</b>	Rye	28 Aug
Aberdovey	26 April	<b>Newcastle</b>	<b>7 July</b>	<b>Brighton</b>	<b>1 Sept</b>
<b>Liverpool</b>	<b>5 May</b>	Hartlepool	11 July	Cowes IOW	5 Sept
Lancaster	8 May	Scarborough	14 July	<b>Southampton</b>	<b>8 Sept</b>
Douglas IOM	11 May	Grimsby	18 July	Lymington	28 Sept
Ayr	19 May	Wells Next the Sea	21 July	Poole	2 Oct
<b>Glasgow</b>	<b>26 May</b>	Sheringham	23 July	Weymouth	6 Oct
Oban	2 June	<b>Gt Yarmouth</b>	<b>28 July</b>	<b>Exeter</b>	<b>14 Oct</b>

Dates in bold are accurate, other dates are +/- 7 days depending on weather

## Endorsements

"I am happy to support this exciting and innovative project to raise awareness of low carbon solutions. At this critical moment in the earth's history, we need to reach out to people in every way possible."

Stephen Tindale, Executive Director, Greenpeace UK

"This timely venture has my full support."

Satish Kumar, Editor, Resurgence Magazine

"Today we sit on the brink of potentially devastating ecological changes. We can still avoid the worst impacts of climatic shifts - but only if we act now. We have the technologies, we have the policies. What we lack is sufficient inspiration, vision and leadership. The Low Carbon Lifestyle Tour will help to fill this critical gap."

Tony Juniper, Executive Director, Friends of the Earth

"The Low Carbon Lifestyle Tour of Britain is not just a fantastic adventure, but a serious and inspirational awareness-raising initiative. It could not have been more timely."

Jonathon Porritt, Founder Director, Forum for the Future

Endorsements continue on back page.

## Media Audiences for the Round Britain and Pilot Tours

### 2007 Round Britain Tour

Duration of tour:	27	weeks
Distance of tour:	1,700	miles
Days sailing	50	
Departure date:	8th	April
Completion date:	14th	October

### Media Coverage Expected

Media Type	Number	Total Audience	Expected Audience
Regional Newspapers en route	110	11,600,000	8,700,000
National Broadsheet Dailies	5	2,531,000	878,000
Yachting Press	8	545,000	350,000
Environmental Press	5	235,000	176,000
Regional Television	7	3,000,000	1,500,000
National Television	1	2,000,000	1,000,000
BBC National Radio Stations	7	28,000,000	4,200,000
BBC Regional Radio Stations	39	10,000,000	2,000,000
Commercial National Radio Stations	10	12,000,000	600,000
Commercial Regional Radio Stations	225	27,000,000	2,700,000
<b>Total audience</b>		<b>96,911,000</b>	<b>22,104,000</b>
<b>Total allowing for cross readership</b>			<b>12,000,000</b>
<b>Total hits averaging 3 items per media</b>			<b>66,000,000</b>

### 2005 Pilot Tour

Duration of tour:	4	Weeks
Distance of tour:	330	Miles
Days sailing:	19	
Departure date:	30th	July
Completion date:	26th	August

### Media Coverage Received

Publication	Readership	No. Articles	Hits
North Devon Gazette	93,000	3	279,000
North Devon Journal	83,000	3	249,000
Western Morning News	115,000	1	115,000
Cornish Guardian	106,000	1	106,000
St. Ives Times & Echo	30,000	1	30,000
Falmouth Packet	75,000	2	150,000
Exmouth Journal	20,000	1	20,000
Exeter Express & Echo	66,000	1	66,000
Sailing Today magazine	50,000	3	150,000
North Devon Housing Mag	3,000	1	3,000
DCA Bulletin	1,000	2	2,000
Hartland Times	3,000	1	3,000
Coastguard Magazine	3,000	1	3,000
Cornwall Today	80,000	1	80,000
<b>Totals: 13 Titles</b>	<b>728,000</b>		<b>1,256,000</b>

# Regional Newspapers on the route of the Low Carbon Lifestyle Tour 2007

Port	Newspaper	Readers	Port	Newspaper	Readers
Bideford	Cornish & Devon Post Series	33,783	Dundee	Dee/Donside Piper & Inverurie Herald	26,604
	N. Devon Gazette & Advertiser	95,990		The Orcadian - Orkney	21,383
	North Devon Journal	81,443		Arbroath Herald	25,497
	Plymouth Sunday Independent	71,414		Dundee Evening Telegraph	63,008
	Western Morning News	113,517		Dunfermline Press & W. Fife Advertiser	55,420
Milford Haven	Milford Mercury	14,241	Edinburgh	East Lothian News Group	10,175
	Wales - Western Mail	125,613	Herald & Post Edinburgh	200,135	
	Wales On Sunday	178,058	Newcastle	Newcastle Evening Chronicle	259,020
	Western Telegraph	64,361		Newcastle Herald & Post	106,392
Fishguard	Cardigan & Tivy-side Advertiser	21,450		Newcastle Journal	94,901
	County Echo	7,601	Newcastle Sunday Sun	262,415	
Aberystwyth	Cambrian News	65,072	Middlesbrough	Darlington & Stockton Times	80,172
	Carmarthen Journal	58,510		East Cleveland Herald & Post	81,185
Machyllleth	Daily Post – Wales	117,890		Hartlepool Mail	53,202
	Shropshire Star	224,925		Middlesbrough Herald & Post	74,303
	The County Times & Express	52,410		North Yorkshire Herald & Post	23,435
Caernarfon	Caernarfon Herald (Ch Series)	38,958	Teesside - Evening Gazette	171,987	
	North Wales Chronicle Series	67,089	The Northern Echo	151,807	
Bangor	Bangor Mail (Ch Series)	17,828	Scarborough	Evening Press - York	100,973
Liverpool	Liverpool Echo	353,181		Scarborough Evening News	33,731
	Manchester Evening News	388,248		Yorkshire Gazette & Herald	31,988
	MerseyMart & Star	190,534		Yorkshire Post	152,724
	Runcorn & Widnes Weekly News	39,400	Cromer	Grimsby Target	106,902
	Runcorn & Widnes World Group	61,296		Grimsby Telegraph	85,442
Lancaster	Lancashire Evening Post	102,041	Scunthorpe Evening Telegraph	57,423	
	Lancaster & Morecambe Citizen	68,588	Lowestoft	Beccles & Bungay Journal	16,833
	Lancaster Guardian Series	39,153		Great Yarmouth Advertiser	58,654
	The Visitor – Morecambe	29,008		Great Yarmouth Mercury	48,660
Ayr	Ayr Advertiser	13,295		Lowestoft Journal	45,586
	Ayrshire Extra Group	95,684		Norfolk Eastern Daily Press	186,213
	Ayrshire Post Series	82,189	Norwich Evening News	85,388	
	Ayrshire World Group	33,870	Waveney & District Advertiser	63,393	
	Daily Record – Scotland	1,225,842	Ipswich	East Anglian Daily Times	98,224
	Glasgow - Evening Times	286,193		Ipswich - Evening Star	62,389
	Irvine Herald	26,609		Suffolk & Ipswich Advertiser Group	137,027
	Kilmarnock Standard	50,042	Southend	Basildon & Southend Echo	129,313
	Scotland On Sunday	305,497		Southend Standard	88,302
	Sunday Herald - Scotland	248,116		Southend Yellow Advertiser	88,351
The Herald – Scotland	262,106	London (City)	Hackney Gazette	28,335	
The Scotsman	200,810		Islington Gazette Series	28,378	
Glasgow	Greenock Telegraph	47,306	Margate	Isle Of Thanet Gazette - Km	43,781
	Inverclyde Extra	28,700		Kentish Gazette Group	69,446
	Paisley & Renfrewshire Gazette	31,298		Thanet & District Adscene	89,510
Oban	Oban Times & W Highland Times	42,207		Thanet Km Extra	93,955
	Press & Journal - Aberdeen	185,964		Thanet Times - Km	27,321
Inverness	Courier & Advertiser - Dundee	212,490	Hastings	Hastings & St Leonards Observer	53,666
	Edinburgh - Evening News	214,037		The Argus Brighton	95,304
	Inverness Courier (Fri)	44,634	Brighton	Brighton & Hove Leader	96,250
	Inverness Courier (Tues)	33,692		Southampton	Hampshire Chronicle
	Inverness Herald Group	40,197	Romsey Advertiser		17,511
	Inverness News Group	46,564	Southampton - Southern Daily Echo		116,219
	West Highland Free Press	23,262	Southampton Advertiser		223,744
Fraserburgh	Aberdeen Evening Express	121,406	The News Extra - Hampshire		92,505
	Buchan Observer Group	43,986	<b>GRAND TOTAL</b>	<b>11,634,428</b>	
Aberdeen	Aberdeen & District Independent	114,335	<b>Total Titles</b>	<b>110</b>	
	Aberdeen Citizen	81,114	Source:	Joint Industry Committee for Regional Press Research	
	Courier & Advertiser - Dundee	212,490			

# The little boat with big ideas

Sailor's voyage around South West promotes a 'low carbon' lifestyle

A 15-footer that's built to go places, the Explorer is a novel and thought-provoking design that encapsulates an entire philosophy, as **David Harding** discovers

IN the wake of the G8 summit and its debate on global warming...

## LOW CARBON LIFESTYLE

...harbour pottering, picture-taking and over-nights

designed to help individuals and families reduce their carbon emissions... Explorer completed west Wales

# Mukti's eco-friendly yacht passes first test

## Microyacht on crest of a wave

AN ECO-FRIENDLY boat has been taken on a voyage around the South West by an environmentalist from Clovelly

it down in it." While stopping at ports along the way Mukti used his low carbon fuel use lifestyle... Also met a sailor on his way back to... lia and competed in the...

APPLIANCE OF SCIENCE: Mukti Mitchell aboard his boat, Explorer

VICCY WILCOX XFF03100\_VW\_03

## Green yacht sails into port

AN ENVIRONMENTALIST and sailor will leave Clovelly for a six-week tour in July on Saturday

ONE of the world's most eco-friendly yachts has been built after...

BY TOM ARNOLD

craft, Explorer, is the result of production... th... ed... om... in... ore... nile

He stopped off along the journey to encourage people to help the environment.

A physics expert, he has devised an online personal carbon dioxide calculator which enables people to see how they can cut their carbon dioxide output.

# Can small boats help save the planet?



As regular readers will know, Mukti Mitchell is a man with a mission – to promote low carbon life-styles – but rather than merely campaigning about global warming, he's actually done something about it. First he designed and built a low-carbon sailing cruiser, then, as recounted here, he embarked on a principle-proving cruise

Thanks to my parents, I grew up with an understanding of the environment and the dangers of continued, unrestricted carbon emissions. I also love travel and decided that the most environmentally friendly way to get anywhere was under sail. So, after 18 months crewing across the world...

I left Clovelly at 1800 on Saturday, 23 July bound for Padstow. The forecast was SE F4-5, then cyclonic, then N F4. I interpreted cyclonic as moving anti-clockwise and backing. However, I actually encountered E F6 and...

Unfortunately, being reefed for the squalls meant I was considerably underpowered in between, so by midnight, thanks to leeway and the tide, I was closer to Hartland Point...

# Endorsements

“Mukti Mitchell’s Low Carbon Lifestyle Tour is a wonderfully inspiring initiative, guaranteed to capture the public’s imagination, and to help spur them into action.”

Caroline Lucas, Green Party MEP

“Mukti’s imaginative initiative is a valuable contribution to our collective efforts to tackle climate change. Actions taken by individuals contribute around 40% of CO2 emissions in the UK, and individuals have an important role to play in tackling the problem. I send my best wishes to Mukti and wish him every success with his tour.”

Tony Blair, Prime Minister

“Climate Change is the biggest threat facing our planet, and our generation will rightly be judged on our response to it. We are all in this together and have a shared responsibility to act. The Low Carbon Lifestyle Tour is a great way to highlight the issue, and to show in practical ways how we can all make a difference.”

David Cameron, Leader of the Conservative Party

“It is vital that people are encouraged to change their habits and try to cut their carbon emissions. The Low Carbon Lifestyle Tour will help create awareness of the issues involved and encourage people to take a stand in the promotion of low carbon lifestyles.”

Menzies Campbell, Leader of the Liberal Democrat Party

“The Low Carbon Lifestyle Tour is a hugely exciting project and one which will make a very important point. The issue of carbon emissions and the carbon footprint of each individual is something we are no longer able to ignore.”

Tim Smit, Chief Executive, The Eden Project

