

Artistic interpretation

Tor Brook of Good Energy investigates how artists are helping to engage a wider audience in reducing our impact on climate change
Ice Lens, 2005, Heather Ackroyd and Dan Harvey, Cape Farewell

It is becoming important to work with people across all fields to help communicate the effects of climate change and how we can reduce our impact on the environment.

Increasingly artists, both creative and performing, are using their medium to convey the threat and impact of climate change in the hope that they will be able to capture the public's imagination and encourage action. Artists can capture the essence of a message which helps us to think differently and bring about change. One such group of artists is Cape Farewell, www.capefarewell.com.

David Buckland, artist and video-maker, is director of Cape Farewell, which has run a series of expeditions into the Arctic, through a passage that was previously icebound but is now passable. The journeys explore the seas that hold the key to understanding the health of the world's ocean currents.

By physically sailing to the heart of the debate and drawing together scientists, teachers and artists, Cape Farewell aims to illustrate the workings of this crucial part of the planet; drawing people's attention to the role the ocean currents play and the effect changing weather patterns and rising seas could have on us and our climate.

By combining the arts, film, radio, journalism and the adventure of the High Arctic expedition, the Cape Farewell team is working with the international media to engage a wider audience.

'We intend to communicate through art works our understanding of the changing climate on a human scale, so that our individual lives can have meaning in what is a global problem' – David Buckland, Director, Cape Farewell.

Heather Ackroyd and Dan Harvey are artists (www.artsadmin.co.uk/artists/ah) and have been to the Arctic with the Cape Farewell team, here they tell us about their experiences, what

they are doing to communicate the effects of climate change and about a new exhibition that will bring artistic installations and images from the Cape Farewell expeditions to the public.

'We're preparing our studio for a new arrival; the six metre long skeleton of a Minke whale. Last October the creature washed up onto a stretch of beach near Skegness. We extricated the skeleton on site, with full support and expertise of the Whale Stranding Programme at the Natural History Museum. We're immersing it in super-saturated solutions of chemical salts and literally encrusting it with diamond-like crystals. It will form the centre-piece of an exhibition *The Ship: The Art of Climate Change* at the NHM this summer.

'In addition to the expedition to the Arctic, last September we spent two days in Oxford with scientists, artists, renewable energy experts, architects, media and arts directors, gathered together to share insights, information and anxieties about the changing climate which served to increase our understanding of how critical our situation is. Oceans give unambiguous evidence that climate change is man-made as oceans are more acid now than when the industrial revolution began. On a plus side, the conference gave us the realisation that we can start to make our home, studio and car use, zero carbon emission over the next couple of years by introducing renewable energy into our lives, and that gives us inspiration about functioning in a fossil fuel independent world.'

The Ship: The Art of Climate Change runs between the 3 June–3 September 2006, at the Natural History Museum, London.

Juliet Davenport, Good Energy Chief Executive, attended the Changing the Climate gathering in Oxford.

Paper impact

We are always looking for ways that we at Good Energy can reduce our impact on the environment. So we thought we would look to replace our print newsletter with the electronic version, which some of you are already signed up to. If you have any thoughts on this please let us know or if you would like to be added to our eNews distribution list please email your name, account number and preferred email address to enquiries@good-energy.co.uk titling it Newsletter.



Smile please

You are helping to cut carbon emissions and to support the renewable energy industry by using 100% renewable electricity. We would love your help to further reduce Britain's impact on climate change by encouraging more people to sign up to use 100% renewable electricity.

So we would really like you to send us some pictures of yourself. Why? To show that its everyday people, just like you and me, who are making a real difference by using Good Energy. Using photos of you in front of your homes on our website and in our brochures, will help us to tell others how easy it is to make a difference simply by switching to a green electricity supply. We understand that this is a big favour to ask so if we use your photos, we will send you a present. So, get snapping and with luck we will manage to convert lots of homes to green electricity.

Good news

For the past five years Good Energy has outsourced its billing and customer services. Having reached over 18,000 customers we are now bringing these key functions in-house. We are very excited about this and look forward to significant improvements in the service we offer you. If you have any comments, good or bad, on your experiences with customer services then please let us know on enquiries@good-energy.co.uk titling it Customer Services.

Electricity prices

The electricity market continues to be volatile. We want to reduce the impact this has on you as much as possible. Therefore we have decided to introduce a twice yearly price review which will take place around April and October. This does not mean the prices will go up, there may be no variation or the price may drop. By implementing this new procedure we hope to ensure that the timing for any necessary price change will always be expected. Good Energy's aim continues to be to help individuals reduce their household's CO₂ emissions as much as possible and therefore any price increase is only implemented when absolutely necessary.

Government energy review

The Government has announced a wide ranging consultation of the UK energy market, in particular the future mix of electricity generation. There are plans to hold several public sessions in different parts of the UK over the coming months to gain as much input as possible from the wider community.

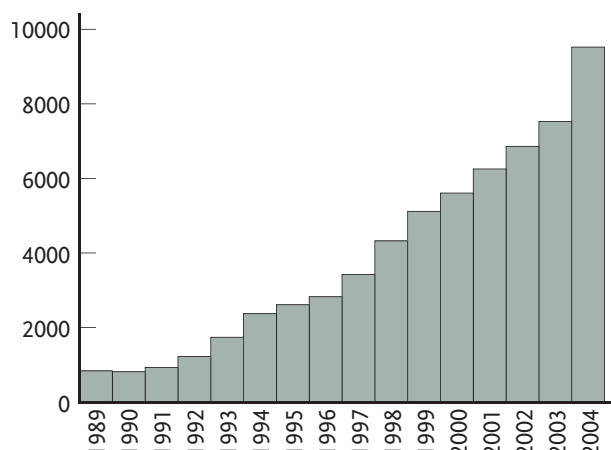
Good Energy will be sending its own response to the consultation. However, we believe that the more responses supporting the development of renewable energy the better and would be happy to provide a briefing note to any customers who wish to respond in their own right or intend to attend one of the local events.

The document can be found on the DTI website at www.dti.gov.uk/energy/review and requests for the Good Energy briefing note should be sent to enquiries@good-energy.co.uk. Closing date for the consultation is 14 April 2006.

You are making a difference

There has been a significant and accelerated increase in renewable generation since the introduction of the Renewables Obligation in 2002, (as shown below), one of the mechanisms which Good Energy uses to invest in and help grow the renewables market.

Electricity generation (GWh) from renewable sources 1989-2004 (excluding large scale hydro). *Future Energy Solutions*



Good Energy
 Monkton Park Offices
 Chippenham
 Wiltshire SN15 1ER

Customer Services
 for existing customers
 0845 601 1410

Customer Sales
 for new customers
 0845 456 1640

Email
enquiries@good-energy.co.uk

Printed on totally chlorine free,
 100% recycled post consumer waste,
 using 100% renewable electricity.