



# The 2007 Low Carbon Lifestyle Tour Report

Supported by HRH The Prince of Wales

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## The National Climate Change Initiative

Sailing around Britain  
in a zero-emission microyacht  
to promote low carbon lifestyles  
to an audience of 10 million

# Feedback

"Mukti is a truly inspirational speaker offering a new paradigm in the low carbon lifestyle arena."  
Barbara Quilliam, Manx Co-op, Isle of Man

"Probably the most interesting talk I have ever heard."  
Judy Oats, Scarborough

"My sceptical husband came out enthused because of the lack of hairshirt and direction to enjoy!"  
Nicola Schumacher, Aberystwyth

"Mukti is a real-life Al Gore event and equally impressive."  
Sue Gould, Southampton

"Mukti's message is a sparkling and refreshing fountain. His talks and guidebook are at once accessible, uplifting and empowering, and make light work of the questions we all have about climate change and what we can each do about it - small happy footprint by small happy footprint."  
Pete Yeo, Devon

"I came to hear about a young man who sailed around Britain in a tiny home-made boat. I met a young man who has the skill, knowledge and enthusiasm to communicate this huge challenge to all people. You have converted me. Now go global."  
Laura, Devon

# Contents

The Tour	2
Lifestyles	2
Global Context	3
Tour Statistics	3
Vessel	4
Crew	4
Sailing	4
Media	4
Talks	5
Guidebook	5
Language	5
Finance	5
Sponsorship	5
Outlook	8
Strategy	8
Calculators	8
Guide 2 <sup>nd</sup> Ed	8
Website	8
Target 4	9
Schedule 4	9





## The Tour

The Low Carbon Lifestyle Tour was a 6-month voyage around Britain in the revolutionary zero-emission Explorer Microyacht to promote the benefits of low carbon living. The tour visited 65 ports including Swansea, Liverpool, Glasgow, Edinburgh, London, Brighton and Southampton, liaising with regional and national media to reach an audience of 10 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 accompanied the tour, which launched from Clovelly, Devon on Easter Sunday, and ended in Exeter on 14th October.

## Lifestyles

Activities that create CO2 are driving cars, heating homes, 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 quality products and eat local food. Exercise improves your mood, fresh food improves health and quality products save time and money.

If we each reduce our emissions by 4% per year we will achieve 80% cuts in 20 years time. Life then will be similar to today, but we won't waste energy and we will be healthier and happier!

## Global Context

Expert opinion says that global CO2 reductions in the next 10 years are critical to preserve a liveable 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, expected in 2010. The two objectives of the Low Carbon Lifestyle Tour were: 1) To provide the information needed to live low carbon lifestyles and 2) To create the awareness necessary to vote for carbon reductions.

2007 saw the crossing of a threshold in public awareness of global warming and carbon reductions. Low Carbon Lifestyle plans to continue its work turning carbon reductions theory into practice, through the Internet, talks, courses, guidebooks, networking and promotional events.

## Tour Statistics

Duration of tour	6 months	Posters distributed	3,000
Distance covered	2,400 miles	Guidebooks distributed	6,000
Ports visited	65	Fliers distributed	20,000
Talks given	55	Media articles	161
Talk audiences	3,800	Media audiences	10m



## Vessel

"Chance" (model name Explorer) was designed in mid-Atlantic by Mukti Mitchell after a 10,000-mile voyage to study sea conditions. Her unique feature is the 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 over 3,000 miles, was finalist in the AYRS Yacht Design Competition 2003, and nominated "Innovative Boat of the Year 2005" at the IPC Media British Marine Awards.

## Crew

Mukti Mitchell is a carpenter, sailor and author who lives by the sea in North Devon. In 2004 he designed the Resurgence Carbon Calculator, coming first in an independent study of carbon calculators on line. In 2005 he set up Mitchell Yachts Ltd. to manufacture the Explorer microyacht. Mukti has pioneered a low carbon lifestyle for 10 years, and his annual CO2 emissions are 5 tonnes (half the national average). During the tour there was always another crew on board, and 13 crew including journalists, artists and students, joined for two-week legs.

## Sailing

Mukti spent 80 days at sea, and rowed on average one hour every three days. The voyage was completed with no engine and no external assistance, including navigating the nation's busiest shipping areas and the river Thames to Central London. The longest open sea crossing was 60 miles from Wales to the Isle of Man, in which near-gale conditions were encountered. The longest single leg was 80 miles in 23 hours, and the longest continuous time on board was four days.

## Media

News Value: The Low Carbon Lifestyle Tour combined an issue of international importance with a national event, local appearances, innovation and a personal story to create high news value.

The tour was covered by regional and national newspapers, radio and television, environmental and yachting press and the world wide web. Highlights were double-page spreads in yachting magazines, features on ITV Meridian "Climate Change - Make a Difference" and the Southampton Boatshow programme and coverage in the Daily Mail YOU magazine.



Around a quarter of media coverage carried large images of the vessel. Mid-tour gave 275,000 Google references to "Low Carbon Lifestyle Tour" and 20,000 monthly visits to the tour site. Estimated total web reach was 1m+.

## Talks

Organised by volunteers from sailors and councillors to teachers and activists, talks were held in town halls, theatres, libraries, yacht clubs, schools and universities. Audiences ranged from five to 300, with an average of 30. Other events included low carbon public events in Glasgow, Edinburgh and Exeter, and the Southampton Boatshow. These included stalls and other attractions.

## Guidebook

'The Guide to Low Carbon Lifestyles' gives a complete understanding of how to reduce your carbon emissions and improve your quality of life, and can be read cover to cover in an hour. Outstanding in its brevity, clarity and positivity, it received popular acclaim and many readers bought multiple copies.

The 'Guide' was distributed to every MP and Lord in the Houses of Parliament, to HM The Queen, HRH The Prince of Wales, The Prime Minister and to Mayors, Councillors and Assembly Members welcoming the tour in ports of call. In 2008 it was published in Barcelona.

## Language

2007 saw a vast increase in the frequency of low carbon terms in the media. "Low Carbon Lifestyle" and its derivatives are now commonplace. The tour's dissemination of terms and concepts to journalists inside national and regional media may have helped prepare them to cover related issues as they arose. When many hands work together one cannot tell how much each contributes, but it is thought that the tour's media campaign played a role in this change.

## Finance

The tour raised £35,000. 54% of income was from 10 corporate sponsors, 26% from 3 trusts and 17% from 40 personal sponsors. 42% of expenditure was for staff and contractors, including clerical, press work, distribution, event organisation, carpentry, painting and electrical engineering. 31% was for design and printing, 9% for navigation and communications equipment, and 8% for carriage, telecom and travel.

## Sponsorship

The Low Carbon Lifestyle Tour would like to thank our sponsors, Co-operative Membership, Resurgence, National Boatshows, The Phone Co-op, Ecotricity, Samskara Design, Annery-Kiln Web Design, The RH Southern Trust, The Ashden Trust, the John Pontin Charitable Trust and our associate, The Green Blue, for making the 2007 Sail Tour of Britain Possible.



Media Audiences for the Low Carbon Lifestyle Tour			
Regional Newspapers	2,017,060	National Newspapers	2,500,000
Regional Magazines	767,000	National Magazines	5,496,000
Regional Television	2,750,000	National Television	500,000
Regional Radio	1,753,000	World Wide Web	657,000
<b>Total</b>	<b>7,287,060</b>	<b>Total</b>	<b>9,153,000</b>
<b>Grand Total all Media</b>	<b>16,440,060</b>	<b>Allowing for cross-readership</b>	<b>10m</b>

2007 Media Reach							
Media	Type	Frq	Audience	Media	Type	Frq	Audience
CLASSIC BOAT	M	2	50,000	Hampshire Chronicle	P	1	46,000
PRACTICAL BOAT OWNER	M	3	150,000	VIEW FROM LYME	P	2	4,060
Sailing Today	M	1	100,000	BRIDPORT & LYME NEWS	P	2	27,000
YACHTING LIFE	M	1	27,000	Dorset Echo	P	1	48,000
SUSTAINED MAGAZINE	M	1	25,000	Midweek Herald	P	1	44,000
SIBS BOATSHOW GUIDE	M	1	115,000	Mid Devon Advertiser	P	1	57,000
Daily Mail YOU Magazine	M	1	4,800,000	Modbury Messenger	P	1	2,000
Go-Active Magazine	M	1	120,000	Manx Radio Man-In	R	1	33,000
Organic Life Magazine	M	1	80,000	Manx Radio AM	R	1	33,000
DINGHY SAILING MAGAZINE	M	1	42,000	Sunny Govan Radio	R	1	10,000
CLEAN SLATE	M	1	27,000	Moray Firth Radio	R	1	108,000
Marshwood Vale Magazine	M	1	50,000	BBC Radio Cleveland	R	1	180,000
Hartland Times	M	3	2,000	Radio Norwich	R	1	39,000
Outdoor Adventure Guide	M	1	30,000	North Norfolk Radio	R	1	16,000
The Connection	N	3	45,000	The Beach Radio	R	1	10,000
Bridlington Council News	N	1	600,000	Time FM	R	2	27,000
NORTH DEVON JOURNAL	P	10	80,000	LBC News	R	2	202,000
NORTH DEVON GAZETTE	P	2	95,000	BBC South Counties Radio	R	1	305,000
South West Evening Post	P	1	150,000	BBC Wales	R	1	453,000
Guardian	P	1	1,200,000	BBC Radio Devon	R	4	247,000
Observer	P	1	1,300,000	Lantern FM	R	1	45,000
THE EXAMINER IOM	P	1	33,000	Lantern Radio	R	60	45,000
Fishguard Western Telegraph	P	1	65,000	ITV MERIDIAN CLIMATE CHANGE	T	1	150,000
Aberystwyth Cambrian News	P	1	66,000	ITV MERIDIAN BOATSHOW	T	1	500,000
Liverpool Echo	P	1	295,000	ITV MERIDIAN NEWS	T	1	750,000
Galloway Gazette	P	1	17,000	ITV4 BOATSHOW	T	2	500,000
Carrick Gazette	P	1	9,000	Border Television	T	1	70,000
Banffshire Journal	P	1	14,000	ITV Wales	T	1	130,000
Aberdeen Press & Journal	P	2	177,000	Lakeland Public TV, USA	T	1	500,000
ST ANDREWS CITIZEN	P	3	39,000	SCOTTISH TELEVISION	T	1	450,000
DUNDEE COURIER	P	1	183,000	BBC SPOTLIGHT	T	1	200,000
Argyllshire Advertiser	P	1	15,000	World Wide Web - Top 20 URLs	W		657,000
Oban Times	P	1	43,000				
Northern Scott	P	1	52,000	Total Articles / Audiences		161	16,440,060
WESTMORLAND GAZETTE	P	1	78,000	Hits (Audiences x Frequency)			22,167,120
SCARBOROUGH EVENING NEWS	P	1	31,000	Large Images (IN CAPITALS)			3,604,060
BRIDLINGTON FREE PRESS	P	1	32,000				
Eastern Daily Press	P	1	171,000	Key: Frq = Frequency, M=Magazine, N=Newsletter,			
GRAVESEND REPORTER	P	1	16,000	P=Newspaper, R=Radio, T=Television, W=Web			
Colchester Evening Gazette	P	2	57,000	Sources: JICREG, RAJAR, BARB, WWP, TV Stations			
Newham Recorder	P	1	71,000				



## Outlook

Following the success of the Low Carbon Lifestyle Tours, Mukti Mitchell continues to work on the vision, promotion and implementation of low carbon lifestyles in the UK. After three successful tours, the pilot sail tour in 2005, round-Britain sail tour in 2007 and a five-cities tour by train in 2008, Mukti plans to "reculer pour mieux sauter" (draw back to jump better). 2009 is planned for the development of strategies and materials. The following are works on the table at Low Carbon Lifestyle, at different stages of development; in-progress, planned, and being researched.

## Strategy

With a degree in communication studies and 12 years experience in promoting the environment and low carbon lifestyles, Mukti is continually expanding his knowledge and understanding of carbon reduction strategies, marketing techniques and audience attitudes and response, as well as developing networks. For this purpose he travels regularly to London and Bristol to meet individuals and organisations in low carbon and related fields.

## Calculators

Mukti is currently updating the Resurgence Carbon Calculator to include new Defra figures and latest science, a "Quick Calculator" and upgraded "House Heatloss Calculator". These will be on line from February 2009 at [www.resurgence.org/carboncalculator](http://www.resurgence.org/carboncalculator). This is widely recognised as the most user-friendly and accurate on-line carbon calculator, and is used by individuals and companies all over the world.

## Guide 2<sup>nd</sup> Ed

An illustrated second edition of "The Guide to Low Carbon Lifestyles" is planned for 2009. As well as latest figures this will include chapters on government, commerce, vision of the low carbon future and new anecdotes and experiences. It aims to be the most practical, easy-to-read and attractive book on this subject.

## Website

A low carbon lifestyle resource in the form of alphabetically indexed 100-word reports on low carbon products, services and choices is being considered for [www.lowcarbonlifestyle.org](http://www.lowcarbonlifestyle.org). Submitted by readers, these reports would cover all aspects of low carbon living from "my wood-fuelled Aga" to "my ski holiday on the snow train" and include prices, supplier details and a photograph, to help readers connect instantly with low carbon solutions.

## Target 4

Target 4 is a tick-mark scheme to promote 4% personal annual CO<sub>2</sub> reductions. The scheme is a guideline standard that is easy, flexible, guilt-free and promise-free. It sets out a strategy for reductions that people from any walk of life can buy into, and gives individuals an opportunity to say "I'm aiming for that too!" and influence others. The scheme:

- Is based on Mukti Mitchell's CO<sub>2</sub> calculator – recognised as the best on-line
- Begins with your last year's CO<sub>2</sub> emissions, however high they are
- Is a target not a promise
- Does not include work-related emissions for private individuals
- Is open to individuals and companies
- Fits with international strategy (Contraction & Convergence)
- Is visible through stickers, t-shirts etc.

T4 completes the formula of information, motivation and commitment leading to lifestyle change and the spread of this to others.

## Schedule 4

Schedule 4 is a flexible unified strategy for 4% national annual carbon reductions. It brings together three cutting edge concepts: 1) That low carbon economic activity will create an economic boom. 2) That each existing economic sector has a natural and beneficial destination position in the low carbon economy. 3) That transition to the low carbon economic boom will happen easiest and fastest if all societal elements are working together.

Schedule 4 will outline for each economic sector its destination position in the future economy, the economic benefits of that position and the transition route. The scheme should be developed in conjunction with players in each sector.

Schedule 4 includes the concept of separating the growth economy from the resource economy. This will enable the growth economy to expand freely and the resource economy to remain flat. Due to currently being mixed, finite resources are restricting economic growth and economic growth is damaging resources. Economic sectors can be graded by resource dependence. Low-dependence sectors can be targeted for marketing and investment and allowed to grow exponentially in the way that the information, entertainment and health sectors have grown. The resource economy will remain a separate "flat" economy, potentially financed publicly and co-operatively.



# Endorsements

“It gives me the greatest possible pleasure to support Mukti Mitchell’s Low Carbon Lifestyle Tour. This Tour will, I hope, capture the imagination of the public, and help us all realise that each and every one of us can make a difference.”

HRH The Prince of Wales

“I am pleased to support Mukti Mitchell’s Low Carbon Lifestyle Tour. Mukti’s imaginative initiative is a valuable contribution to our collective efforts to tackle climate change.”

Tony Blair

“Climate Change is the biggest threat facing our planet, and our generation will rightly be judged on our response to it. 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

“My party is fully committed to halting global warming and I am therefore delighted to support an initiative that shares these goals. The Low Carbon Lifestyle Tour will help create awareness of the issues involved and encourage people to take a stand.”

Menzies Campbell

“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

