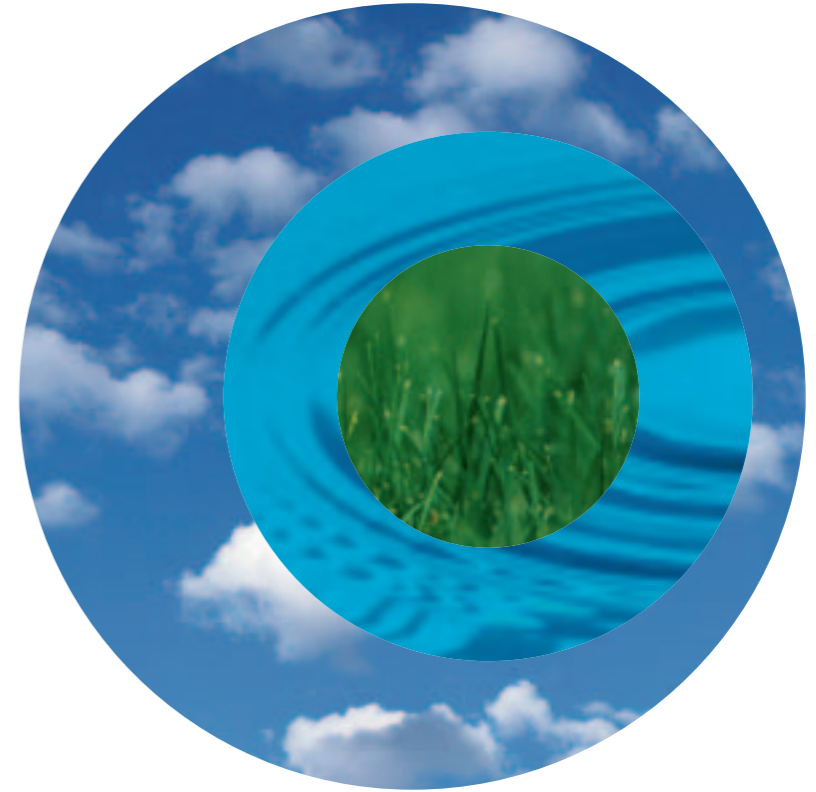


looking back, thinking forward ...  
25 years of Green Alliance  
1979 | 2004



25<sup>years</sup>

“green alliance...”



Green Alliance's mission is to promote sustainable development by ensuring that the environment is at the heart of decision-making.

We work with senior people in government, parliament, business and the environmental movement to encourage new ideas, dialogue and constructive solutions.

**“thinking**  
fresh thinking  
to stimulate new thinking and advance the environmental agenda into new areas  
**talking**  
influencing decision-makers to make the environment a central political issue  
**acting...**  
smart policy  
to integrate the environment effectively into public policy and decision-making





## mighty things from small beginnings...

Green Alliance occupies a unique niche in the environment movement. We aim to set the agenda rather than follow it; as our timeline of achievements in this review shows, our intervention often precedes external events. We are small but potent, achieving big outcomes on few resources. However, if there is one constant at Green Alliance, it is that we are always evolving. Former directors Tom Burke, Julie Hill, Peter Madden and Rebecca Willis give their perspectives on their tenure, following Green Alliance's development over more than two decades.

We can claim many 'firsts' throughout our history. We influenced the main political parties to make their first ever policy statements on the environment in 1984. We were the first to articulate a common agenda between business and environmentalists in the mid-1980s. In 1987, we were the first environment organisation to raise the issue of genetic modification in the UK. We hosted the first environment conference which brought east and west European organisations together in 1989. In 1990, our joint campaign led to the first ever White Paper on the environment. We hosted Tony Blair's first green speech in 1995, and his first as prime minister in 2000. In 2001, over half the UK waste industry signed up to new performance indicators developed by Green Alliance. In 2004, we influenced planning policy to require on-site renewable energy in new developments for the first time. These are just a few highlights of a rich track record.

## Welcome to this special review to celebrate our 25th anniversary.

In thinking ahead, we have taken the opportunity to look back. It has been a revealing exercise. Our work involves lots of beginnings but the ends are sometimes much harder to see. The luxury of the long view is that it shows the great strides made in environmental policy over the past 25 years, due in no small part to Green Alliance.



Starting out in 1979, we were described as 'a bunch of optimists' and we remain positive today, even as more complex and global environmental challenges unfold. We don't underestimate the scale of these, but our continuing optimism lies in the knowledge that we really do make a difference.

We are mindful of the fact that we couldn't achieve any of this without our friends and supporters, and so we extend a big thank you to our green allies: the members, funders and colleagues who have supported and worked with us along the way.



Guy Thompson  
director



Dorothy Mackenzie  
chair

# 25 years of achievements 1979 | 2004

25<sup>years</sup>

"green alliance..."



**thoughts from a small room**  
Tom Burke, director 1982-91,  
now Green Alliance trustee

Our office in Chandos Place was a tiny triangular room with a single high window. Green Alliance has grown since then, but living conditions for the current staff bear a striking resemblance to those early days. Maybe there is something about overcrowded offices that stimulates creativity?

A lot came out of that little room. The first steps in the environmental engagement with the business community began with a dialogue on pesticides. This was also where Tessa Tennant launched her stellar career as the pioneer of green investment. Our confined quarters were a powerful inducement to spin things off. The pesticides dialogue helped start the Pesticides Trust. We initiated the formation of the National Food Alliance, now Sustain, and collaborated with NCVO to help create Wastewatch.

Here we also recognised that politicians only really listen to other politicians. So we wrote environmental speeches for leading political figures on all sides to encourage them to compete. We also lobbied, successfully, for Britain's first White Paper on the environment. The meetings we established then between environmental group leaders continue to this day.

'Mr Maurice Ash, the chairman said: "We're a bunch of optimists. We're not the doomsters. We believe in the possibilities of the future..."'

**Alliance launched**  
*The Guardian* March 1979



'... a serious attempt to focus the minds of British politicians on the need for more concern about the environment.'

**Enter the Green Alliance**  
*The Scotsman* March 1979

We helped build the first links between east and west European environmental organisations. During preparations for the 1992 Earth Summit we brought together NGOs from Anchorage to Vladivostok for the European preparatory conference. At the subsequent Bergen Conference we set the model for NGO engagement in UN Conferences, used at Rio and after.

So much for the past. The future is more important. And more difficult. For all our efforts, the environment is in a more parlous state now than it was over three decades ago. Green Alliance has made real progress. The world is a better place than it would have been without our efforts. But the problems have mounted faster than our successes. The need for a persistent and effective political response to the challenges facing our environment is greater than ever. That means the need for, and the task facing, Green Alliance is greater than ever.

## Green Alliance launches

General Election candidates are questioned on their commitments to environment.

### 1979

**72**  
UN Conference on the Human Environment, Stockholm

**73**  
OPEC oil crisis

**74**  
First scientific paper on CFCs

**75**  
CITES Convention on Endangered Species

**76**  
Amoco Cadiz oil spill

Conservatives win election  
Three Mile Island nuclear disaster

**80**  
World Conservation Strategy IUCN

**82**  
UN World Charter for Nature



We push for Environmental Impact Assessment until it is eventually adopted in the 1990s.

David Owen and David Steel are prompted to support Greenpeace against dumping radioactive waste. 19 worldwide environmental organisations' input is co-ordinated for the international summit meeting of environment ministers.

The top three political parties are persuaded to produce their first comprehensive environmental policy statements. The interface between health, agriculture and environment is debated, preceding the upsurge in public awareness. The first meeting with prime minister Margaret Thatcher and environmentalists is organised.

We begin momentum for a common agenda for business and the environment. We help to found the National Food Alliance, now Sustain, for better food and agriculture practices.

A UK tour is hosted for US author Jeremy Rifkin on genetic modification to put the issue on the UK agenda. Green Alliance becomes a major commentator on GM. A powerful coalition of organisations is established on pesticides, improving the new pesticide regulations, including more resources for taking old pesticides out the system. We publish *Green Pages*, a green guide for business, and *Green Capitalists*, arguing that economic and environmental futures are linked. We help to launch the Merlin Ecology Fund.

Consultations on Integrated Pollution Control are started which lead eventually to the formation of the Environment Agency in 1995. We help to found Wastewatch at NCVO.

The first global meeting of 30 international environment groups on ozone depletion is hosted. The *Bridging the gap* international NGO conference is held, including environmentalists from eastern Europe, ahead of the Bergen Conference on Sustainable Development. A debate is launched on evaluating corporate environmental responsibility.

Our successful campaign leads to the first government White Paper on the environment. Director Julie Hill is appointed to the government's Advisory Committee of Release to the Environment for genetically modified organisms, the first time an environmentalist has sat on a government regulatory committee.

1983

*Seeing Green* by Jonathon Porritt

1984

Ethiopia drought  
Bhopal toxic chemical leak

1985

Hole in ozone layer discovered  
World Meteorological Society predicts global warming  
EU directive on Environmental Impact Assessment

1986

Chernobyl nuclear disaster

1987

Montreal Protocol on depletion of the ozone layer  
*Our Common Future: the Brundtland Report*

1988

Intergovernmental Panel on Climate Change established

1989

Fall of Berlin Wall  
Exxon Valdez oil spill

1990

Environmental Protection Act  
First GM regulations

'Tom Burke, director of the Green Alliance pressure group, has written to the ministers on behalf of the 19 organisations, accusing governments of a persistent failure to act effectively on remedies which are well understood'

Jenkin heads environment summit  
*The Guardian* December 1984

'Pesticide safety cannot be guaranteed, the Green Alliance said this week. Issuing a 12 point agenda for action, it called on the government to take urgent measures to ensure public safety'

Greens urge pesticide agenda  
*Environmental Health News* February 1988

'The appointment last week of Julie Hill, a leading environmental lobbyist, to the government's advisory committee on the release of genetically modified organisms has been hailed as a victory for the green movement'

Green activist appointed to gene committee  
*New Scientist* August 1990



The failure of individual departments to reflect the government's environmental objectives is exposed in our *Greening Government* report. Michael Heseltine, secretary of state for environment, urges a 'green renaissance' in industry to a Green Alliance audience.

A major conference is held with RSPB at which the government gives assurance that the UK will ratify the Biodiversity Convention by the end of 1993. *Greensight* is launched, with Living Earth, a resource pack for secondary schools, providing a fresh approach to citizenship and environmental education.

Evidence of the win-win potential for companies adopting environmental policy initiatives is published, with the Institute of Business Ethics. Secretary of state for the environment John Gummer admits to a Green Alliance audience that there is much that can only be done by government.

The NGO lobby is led by Green Alliance to influence the role of the new Environment Agency. We succeed in pressing the UK government to be the first EU member state to outline its sustainability strategy. Labour's new environment strategy directly responds to our greening government recommendations.

The first *UK Business and Environment Trends Survey* is published with Entec. Our seminars on *Uncertainty, precaution and decision-making* analyse the risks of releasing GM organisms to the environment. Tony Blair's first green speech is hosted.

The difficulties of gaining access to justice for solving environmental problems is debated with top lawyers and environmentalists. Eileen Claussen, US assistant secretary of state for oceans and international environment, is invited to speak on environment as a foreign policy issue.

Ahead of the Earth Summit, a checklist judging Labour's performance in office is published. Our conference on sustainable consumption is addressed by the EU environment commissioner and the UK environment minister. Green Globe Task Force is launched as an independent advisory group, based at Green Alliance, working on international environment policy and priorities. A *car-free London?* ideas competition is run jointly with the Architecture Foundation.

The environment sessions for People's Europe 98 during the UK presidency of the EU is organised, with recommendations taken to the heads of government conference in Cardiff. Our European conference on regional development and environment is addressed by deputy prime minister John Prescott.

1991

Oil fires in Kuwait

1992

Rio Earth Summit

1993

First meeting of UN Commission on Sustainable development

1994

UK's first Sustainable Development strategy

1995

Brent Spar Environment Agency created

1996

ISO 14001 environmental management standard

1997

Labour win general election  
New York Earth Summit  
Kyoto Protocol on climate change  
BSE  
Asian air pollution crisis

1998

GM crops row  
Foot and mouth  
Clear evidence of climate change – high global temperatures  
Regional Development Agencies Act



### a political case for change Julie Hill, director 1991-97 now Green Alliance associate

Green Alliance's 25th year is also election year. It is the politics of the environment as much as policy that is our sphere, and our work will have been an important influence on the tone of the parties' environmental statements around this election. It was, after all, Green Alliance that brought about the first 'green race' – the competition between party leaders to be seen to be on top of the environmental agenda – and we created the expectation for the first green speeches from David Owen, Margaret Thatcher and Tony Blair when he was in opposition. The pace has increased. In 2004 Green Alliance gave platforms to Charles Kennedy, Margaret Beckett, Charles Clarke and Michael Howard, and was behind Tony Blair's major environment speech in September 2004.

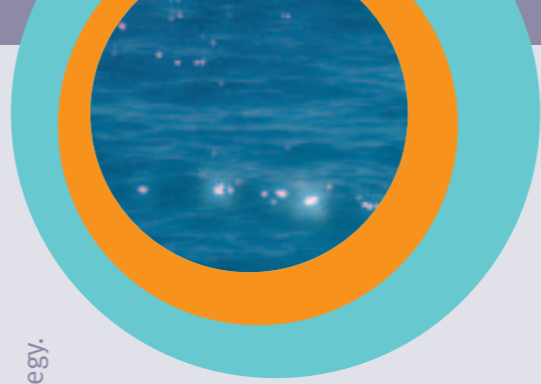
We have also been at the forefront of policy agendas with immediate political relevance. Our research into what the environment means to children found the response of the educational establishment wanting. We have looked at how the Private Finance Initiative can deliver sustainability through the education and health agendas. Our recent publication *A Micro-generation Manifesto* could not have been more timely.

We have also interpreted the lessons of the biotechnology debacle; to help politicians and scientists engage earlier with the public in advance of the nanotech revolution. Green Alliance makes the crucial connection between policy prescription and political opportunity.

There are other agendas where we are still working on the political case for change. Waste policy, merging with the resource and consumption agendas, is where some of the most exciting possibilities lurk. Our leaders should be enthusiastically embracing the closed-loop economy as the key to future technological and industrial advantage. Consumption is no longer the taboo it once was, but politicians shrink from engaging with the solutions. There is much to do, and perhaps not the luxury of another 25 years to do it.

"I joined Green Alliance for its objective view and ability to build bridges between all those who want to take the environment seriously."

Rt Hon John Gummer MP,  
former secretary of state for the environment, in 1997



A seminar is held in Cardiff on *Greening the Welsh Assembly*. We work with Traidcraft Exchange on company law reform and integrating environment and development policy. A new vision for Europe is proposed in *Sustaining Europe* by Ian Christie. The joint NGO statement *Elections for a Greener Europe* is published. New policies for renewable energy are recommended, leading to the creation of the Renewables Obligation in 2002.

Thirty Green Alliance recommendations are adopted by the eight Regional Development Agencies in their new economic strategies. Our work with NGOs and government leads to amendments to increase the Climate Change Levy's environmental effectiveness. Tony Blair's first speech on environment as prime minister is hosted. Our ground breaking new project to influence the DTI on resource productivity begins. The environmental impacts and opportunities of the knowledge economy are analysed in *Mind over Matter* by Charles Leadbeater.

Green Alliance's *Parliamentary Newsletter* is relaunched as an e-publication. Charles Kennedy, Liberal Democrat leader makes a speech to Green Alliance on *Green justice*. The creation of a new low-carbon policy unit in government is recommended which leads to the formation of the Carbon Trust. Over half of the UK's waste companies sign up to our performance indicators for the waste industry. Over 7,000 requests are received for our response to Bjorn Lomborg's *The Sceptical Environmentalist*, issued the same day it is published.

In *Brand Green* we suggest that 'green' could be treated as a desirable brand benefitting the environment, business and the consumer. *Precaution in Practice* shows how the precautionary principle can help to make more effective decisions. Benchmarks are set for the new Defra in *Life after MAFF*. *Creative Policy Packages for Waste* influences decisions by Treasury and Defra to increase landfill tax and investment in recycling. An innovative new business model is promoted, selling services rather than products to reduce resource use, influencing UK chemical companies to participate in pilot projects. We assist the Treasury in developing the first green tax strategy and counter resistance to energy taxation by business groups.

"Radical action is needed if an "emerging crisis" in waste management is to be avoided, according to analysis by one the UK's largest waste companies and an environmental think-tank... Green Alliance also criticises a lack of "meaningful incentives or penalties"

Action needed to avert waste management crisis  
*Financial Times* October 2002

1999

Dow Jones Sustainability Indexes launched  
World Commission on Forests and Sustainable Development

2000



a new image... and fun  
Peter Madden, director 1997-2000

In 1997 Green Alliance was moving, metaphorically and physically, to a new place. The challenge was exciting. We set out a new direction and 'vision'. At the core of this was our newly articulated mission: to promote sustainable development by ensuring that the environment is at the heart of decision-making. This remains entirely valid today.

Green Alliance is influential through its ideas, its political intelligence, and the people in its orbit. I wanted us – and the environment movement more widely – to look and feel positive. We developed a new image; revamped our publications, launched *Inside Track* and began a series of think piece pamphlets. And we made sure our events were fun.

"Our economic future is bound in with our environmental future. Our companies now know that growth must be sustainable if it is to be commercially viable in the long-term."

Rt Hon Robin Cook MP  
former foreign secretary, to Green Alliance in 1999

2001

September 11th attacks  
Fuel protests  
Climate Change Levy  
Carbon Trust launched  
Labour win another term

2002

Johannesburg Earth Summit  
UK energy White Paper

While we were busy modernising, another group of 'modernisers' had taken over running the country. The incoming Labour government made a number of welcome promises. Amongst these were commitments for which Green Alliance had long been pressing. Julie Hill saw her hard work come to fruition, as we helped them to implement a range of mechanisms to green government.

Labour was starting to get the mechanics right, but not the politics. The environment was not really at the heart of the New Labour project. The prime minister, in particular, did not get it. So we held a series of meetings and seminars for Tony Blair and his advisers. We helped to turn the environment – and climate change in particular – from something he never mentioned, into an issue on which he spoke out proactively.

Then, as now, Green Alliance was bringing people together to stimulate new thinking. It was a very full and exciting two years. Our success was due, in large part, to the skill and dedication of the staff and board. In the coming years, I am confident that Green Alliance will continue to punch well above its weight.



With Greenpeace we look at how the UK can achieve energy security and meet carbon targets without nuclear power. The government's energy White Paper is influenced to state it will not support new nuclear plants.

The inclusion of sustainable development commitments in the new European Constitution is ensured by our joint lobbying.

*A Green Bill of Health*, our biggest selling publication to date, identifies the links between environmental issues and health problems and introduces a new audience to Green Alliance.

*Carrots, Sticks and Sermons* formed the foundation for the Department for Environment, Food and Rural Affairs's new climate change communications campaign.

National and international business audiences are stirred to affirm their commitment to sustainability by *The Private Life of Public Affairs*.



### 2003

Attack on Iraq  
EU Emissions Trading Scheme directive  
London congestion charge begins

**"We need politicians with courage to set the highest goals for the design community, and the society they serve, to follow"**

Sir Norman Foster  
*Inside Track* winter 2003

**hooked on the challenge**  
Rebecca Willis, director 2001-2004  
now Green Alliance associate

Walking in the Cumbrian hills recently, I stumbled across an elegant – and virtually silent – wind farm, surrounded by sheep and heather. It made me glad to be part of Green Alliance. Back in 1999, working with an inspiring group of energy policy experts, we put forward a recommendation for a system of tradeable permits to promote renewable energy. After much dithering and debate in Whitehall circles, our idea was adopted by government, and became the Renewables Obligation. Since then, the Obligation has provided the impetus, and the finance, for many renewables projects like the one I came across. It's nice to see the link.

With cynicism about government at an all-time high, it can be hard to convince would-be supporters and funders about the need for Green Alliance. Why pay us to lobby politicians and research intricate policy solutions, when there are so many practical conservation projects crying out for money and attention? To overcome people's reluctance at entering the murky world of government, we try to show that good policies, and enthusiastic politicians, have a multiplier effect. A far-sighted trust gave us a few thousand pounds for our work on renewable energy. An imaginative minister took up our challenge. The resulting Renewables Obligation provides around a billion pounds' worth of funding per year. Not a bad return on investment.

### 2004

Kyoto Treaty ratified

**'If the government is serious about developing a secure, diverse and sustainable energy supply, then rising energy demand in people's homes has to be tackled head-on'**

Green Alliance *A Micro-generation Manifesto*  
September 2004

Of course, work at Green Alliance can be deeply frustrating too. Like the conference we held in 2001, to help the DTI develop a target to drive their policy on resource productivity. The conference went well – and there was a surprising amount of consensus about the best ways to measure and manage the environmental intensity of our economy. Ministers promised to get back to us. Yet four years and many seminars later, we have no target – and policy in this area is going nowhere fast.

It can be hard to keep motivated in the face of opposition or apathy. But at the end of the day, there's something addictive about Green Alliance's work. It's the intellectual challenge of getting your head round a complex policy, the political challenge of working out what makes a minister tick, and the financial challenge of getting the books to balance. That's why I loved my three years as director, and my six years – and counting – of involvement with Green Alliance. I, for one, am hooked.

**'Green Alliance... says it's ironic that, while this generation of children have less access to the environment... they will face its toughest challenges.'**

Streets of fear  
*The Guardian* May 2004

New local developments across the country are now required to generate some on-site renewable energy thanks to our *energy entrepreneurs* project.

Utility companies can afford to invest in energy efficiency, after the government followed our recommendation to change a restriction on their supply contracts.

Our message that high quality outdoor environments are vital for children touched a chord nationally and received unprecedented press coverage.

The government's ten-year science strategy is influenced by *See through Science*.

Sir Norman Foster pushes for more responsible design in our quarterly magazine *Inside Track*.

Our work on the 2004 spending round means that the Department for Transport is now part of the public service agreement to deliver the 20 per cent carbon reduction target.

Our recommendations on climate change and new building developments are reflected in the prime minister's speech in September 2004.

Michael Howard makes his first environment speech as leader of the opposition to Green Alliance.

The government adopts our recommendations in its environmental priorities for the UK presidency of the EU in 2005.

Our publication *A Micro-generation Manifesto* prompted the government to commit to a micro-generation strategy.

Margaret Beckett, secretary of state for the environment, food and rural affairs makes her major environment speech of 2004 to Green Alliance.

In its *Building schools for the future* programme, the DfES is now considering how to apply our recommendations on incentives for more sustainable design under the Private Finance Initiative.

"I congratulate the Green Alliance for their important contribution to the environmental cause. We Lib Dems have regularly benefited from your expertise and support, most recently when you co-sponsored a speech by Charles Kennedy. Your pragmatic approach to the challenges we face, and the respect you have from government make you a key player in all our futures."

Norman Baker MP  
Liberal Democrat environment spokesman

## back to the future ...

Having reached our quarter century, we don't intend to sit on our laurels. Looking back on 25 years of Green Alliance also gives us the opportunity to think forward. 2005 sees a UK General Election beckoning and the UK holding the presidency of the G8 and the EU. So what will be our big priorities over the coming year and beyond?

Working with the other green groups, we've worked hard to broaden the reach of the environment movement beyond the usual green suspects inside Westminster and Whitehall. It is easy to talk to your friends and allies but the real challenge is winning over the sceptics and the contrarians. This is the value of Green Alliance, in mapping out the political landscape to help NGOs and policy-makers navigate their way through.

Over the past five years, we've focused on the DTI and Treasury and sought to bring a green tinge to industrial and economic policy. We'll now extend our political antennae to the bits of government responsible for land-use planning and housing. We're already fast running out of space for landfill in south east England and water resources are being strained to the limit. Leave it to the market and we'll get more Lego houses on greenfield land. So we'll encourage policy-makers to aim high and adopt new technologies for zero carbon homes built to the highest green standards.

We won't let our focus on the DTI and Treasury drop altogether though. The Treasury has gone strangely silent of late on shifting the burden of taxation away from 'goods' such as labour and towards 'bads' such as pollution. After the election, we'll step up the pressure for new economic measures on energy efficiency, waste and transport.

"Green Alliance punches well above its weight in Whitehall. It has played an important role in helping politicians and the green movement to understand one another, notably on energy policy in recent years. I wish Green Alliance well on its 25th birthday, and hope and expect it will go from strength to strength in the years ahead."

Rt Hon Margaret Beckett MP  
secretary of state for the environment, food and rural affairs

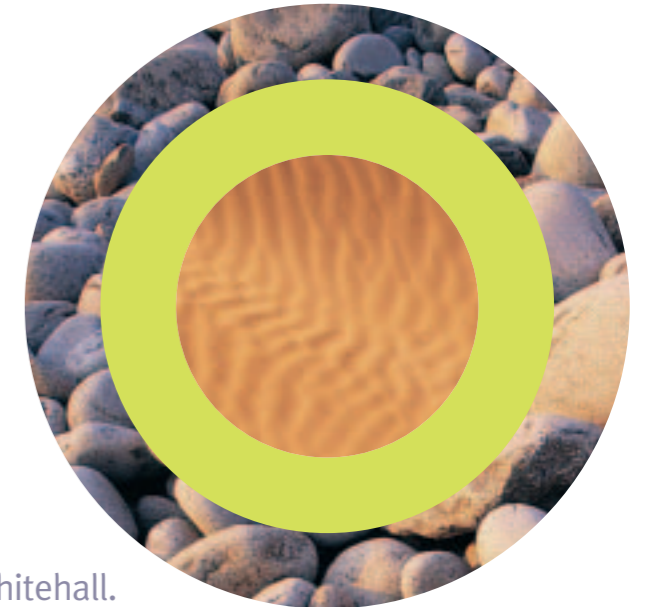
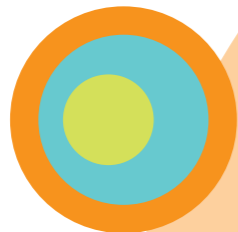
Politics is as much a fashion victim as any other walk of life and the current theme in vogue is competitiveness. Under pressure from the Asian Tiger economies, politicians are worried about future economic growth in Europe. Environmental regulation has become the whipping boy. So we want to turn the debate about competitiveness on its head by showing that the environment is part of the solution. The future lies in high green standards to stimulate the innovation we need in a knowledge-led economy.

The business case is important to much of this policy work. Government is traditionally lazy when it comes to seeking out companies that have a different story to tell to the trade associations. So we're going to make it easy for them. Over the next year, we'll be looking to involve our corporate supporters more closely in our policy projects, providing the opportunity for progressive companies to become actively engaged in promoting the case for strong environmental policies to government.

By bridging the different perspectives on the environment debate in this way, we hope that Green Alliance will continue to play a valuable role for another 25 years to come.

"Over the past 25 years Green Alliance has provided an invaluable service in proving it is possible to connect environmental concerns with business and industry through their in-depth research and imaginative solutions. The Conservative Party is proud of the close relationship we have had with the Alliance over the last 25 years; long may it continue."

Richard Ottoway MP  
Conservative environment spokesman



## we couldn't do it without you ...

“Congratulations to Green Alliance on your 25th anniversary. You have played a key role in making the environmental case to government, business and other audiences. The RSPB values the work we have done in partnership with you, and we look forward to many more years of the same.”

Graham Wynne  
chief executive, RSPB

Funding Green Alliance's work has never been easy. Results are not always immediately obvious and policy can seem abstract to a funder in search of concrete outcomes.

This review highlights just some of our achievements over two and a half decades. There were far too many to include them all. Those listed show that we have made a real impact and this is thanks to support from all those who have had the foresight and intuition to understand that what we do delivers tangible environmental benefits.

As our track record grows, we hope we can inspire more to join us as funders and members in making the environment an unassailable priority.

For a summary of our latest audited accounts and funding information, please visit [www.green-alliance.org.uk](http://www.green-alliance.org.uk)

thank you for supporting our work in 2003|2004 Ashden Trust AWG Barnardo's Biffa British Gas BT Carbon Trust Defra Environmental Action Fund Defra DTI Sustainable Technologies Initiative English Nature Environment Agency Esmée Fairbairn Foundation ESRC Foreign and Commonwealth Office GlaxoSmithKline Greenpeace Groundwork Grundon Ikea The National Trust Pilkington Energy Efficiency Trust Royal Bank of Scotland RSPB Scottish Power Severn Trent plc Thames Water plc United Utilities plc Water UK Westminster Foundation WWF



## join us for our next 25 years ...

Green Alliance has two membership packages and an information scheme, enabling individuals and organisations to join us in our work.

### in good company

Our corporate support scheme is a forum for companies to discuss environmental policy and get involved in our advocacy and projects. We welcome companies who are actively seeking to reduce their impact on the environment.

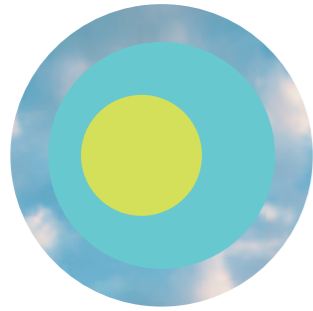
Members benefit from advice and information, and our extensive network of contacts in other businesses, government and NGOs. In addition, we run specialist briefings for companies on policy issues relevant to the corporate environmental agenda.

Contact Russell Marsh  
[rmarsh@green-alliance.org.uk](mailto:rmarsh@green-alliance.org.uk)

our corporate members BG plc BP plc BT Conoco Phillips GlaxoSmithKline Interface Europe KPMG Lafarge Aggregates Ltd National Wind Power Ltd Rio Tinto plc Royal Bank of Scotland RWE Innogy Sainsbury's Severn Trent plc Shell UK Thames Water plc Unilever UK United Utilities plc Water UK

“Businesses that take sustainable development seriously need effective and creative NGOs to help them take ideas forward. I have always been able to rely on Green Alliance to fulfil that role. Congratulations to the organisation on its 25th anniversary.”

Jiggy Lloyd  
group director of sustainable development, AWG plc



### an individual contribution

Our individual members are a diverse group who have a common interest in the environment and who share our mission. They are from a wide range of backgrounds including academia, business, the voluntary sector, politics and the arts. We actively invite individuals who are making a significant personal contribution to the environment. Members receive our quarterly magazine *Inside Track*, featuring information on our work as well as articles by guest writers and members on topical themes. Members are also invited to our annual meeting.

Individual members pay **£40 per year**  
Donor members contribute **over £40 per year**  
Life membership is **£500**  
Contact **Catherine Pamplin**  
[cpamplin@green-alliance.org.uk](mailto:cpamplin@green-alliance.org.uk)

### individual members

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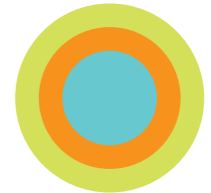
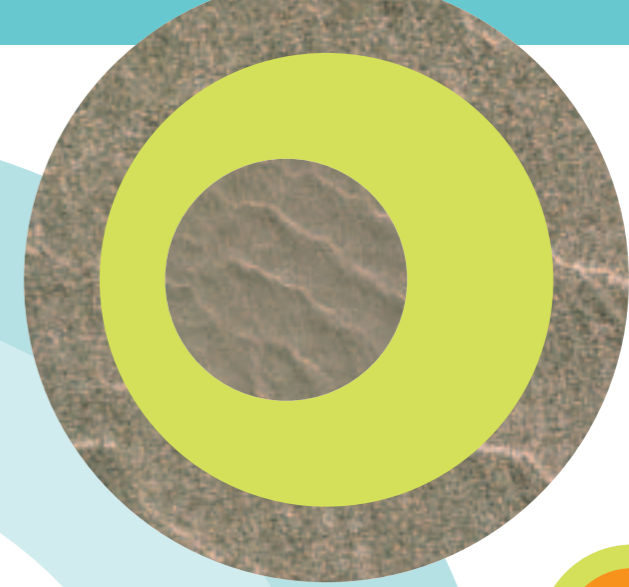
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Fiona Reynolds  
director general, The National Trust

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