

july 1998 to june 1999  
annual report

**“I congratulate Green Alliance  
on the first twenty years,  
and challenge you  
to achieve as much again  
in the next twenty.”**

The Rt Hon Michael Meacher MP  
Minister for the Environment

“green alliance...



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

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

Green Alliance has three main aims:

- to make the environment a central political issue;
- to integrate the environment effectively in public policy and decision-making;
- to stimulate new thinking and advance the environmental agenda into new areas.

# chair's report

Our twentieth birthday year was a successful one for Green Alliance. During the 12 months, June 1998 to July 1999, we played a prominent role in a number of policy and political debates.

Green Alliance first began working on biotechnology more than ten years ago. This year the issue rose swiftly to the top of the agenda, and Julie Hill was very well placed to contribute to the debates. Through the media, membership of working groups, Green Alliance events and, most often, through discussions with policy makers we argued for improved decision-making.

This has also been an important year for energy policy. Climate change remains one of the major environmental challenges. This, and other pressures - such as competition and consumer choice - are leading to a restructuring of the UK energy market. Green Alliance entered the debates about the institutional arrangements for energy regulation, the shape and role of the proposed Climate Change Levy and how best to support renewable energy.

Of course, we remained involved in the politics of the environment. Green Alliance continued to work with the major political parties on their agendas. We coordinated NGO work during the Euro-elections, looked at the impact of devolution and cemented relationships with the new generation of MPs.

The year was successful for Green Alliance in organisational terms. We celebrated twenty years work with a party at the House of Lords. One hundred and eighty friends, old and new, attended. Our host was

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**27 july** Launch of 'A car-free London?' competition at the London Transport Museum.

**28 september** Reception at Labour Party conference with guest speaker Michael Meacher MP.

**29 september** Inside Track - autumn edition, featuring an article by Michael Meacher MP. *Available free from the Green Alliance office.*

**17 november** Annual meeting with John Reid MP (then Minister for Transport).

Tim (Lord) Beaumont, the first director of Green Alliance. Michael Meacher, Peter Madden and Tom Burke also spoke to us about challenges for the future.

A focus on fundraising has delivered rewards. The organisation can now enjoy a measure of financial security for the next couple of years. We moved to new, subsidised, offices in Victoria and we have taken on some excellent new staff. Over the next twelve months, we will be focusing on three key areas. We will be working to ensure that the parties develop strong environmental policies in the run up to the next general election. We will look at what governmental decision-making structures are needed to deal with complex issues of environmental risk and uncertainty. We will also try to ensure that the new voluntary agreements being developed by business offer real environmental improvements.

I believe that Green Alliance is in a position to build on the past twenty years and deliver even more in the years to come.

On behalf of the Board, I pay tribute to Green Alliance's staff for the excellent and astonishingly productive work described in this Report.

Andrew Purkis  
Chair

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**17 november** Green Alliance's annual report of activities July 97 to June 98. *Available free from the Green Alliance office.*

**17 november** Publication of Making the leap, a report exploring factors driving or inhibiting companies in making environmental decisions. *Available from Green Alliance, price £20.*

**18 december** Inside Track - winter issue, featuring the speech by John Reid MP at the annual meeting. *Available free from the Green Alliance office.*

**4 february** Practitioners' seminar on the role of expert and stakeholder bodies in advising the Government on sustainable development.

# Green Alliance - ERM environment forum

“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. Farmers and fishermen the world over have learnt to their cost the economic impact of exhausting the soil and the ocean.”

**Robin Cook MP**

*Extract from the speech given by the Foreign Secretary at the Green Alliance-ERM Environment Forum on the 15 February 1999.*

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**15 february** Green Alliance-ERM Environment Forum, featuring Robin Cook MP. *Proceedings available free from the Green Alliance office*

**23 february** Launch of the report The case for a Sustainable Energy Agency. *Available from Green Alliance price £20.*

**18 march** Practitioners' seminar with Liberal Democrat leader Paddy Ashdown on 'The new environment agenda for Europe'.

**26 march** Inside Track - special birthday edition featuring articles by ex-directors Lord Beaumont, Tom Burke and Julie Hill amongst others. *Available free from the Green Alliance office.*

# Green Alliance's 20th anniversary reception

"Green Alliance is in the forefront of the relationship between government and NGOs and has contributed significantly to policy development over the years. You have been influential on greening government. You paved the way in the 1980s for the *rapprochement* between business and environmentalism. And, of course, you were working on biotechnology in those happy, far off days when most of us did not need to spend half of every day talking about GMOs. Being able to pick the issues of the future is an important skill and one the Green Alliance has demonstrated it possesses in abundance."

**Michael Meacher MP**

*Extract from the speech given by the Minister for the Environment at Green Alliance's 20th anniversary reception held at the House of Lords on 29 April 1999.*

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**29 march** Practitioners' seminar in Cardiff on Greening the Welsh Assembly.

**13 april** Company Law Reform seminar held jointly with Traidcraft Exchange, looking at areas where environment and development can be better integrated.

**14 april** Publication of *Indicating right: environmental performance indicators for the waste management industry*. *Available from Green Alliance price £.5.*

**16 april** Publication of *Greening the quangos: environmental reporting by non-departmental public bodies*. *Available free from the Green Alliance office.*

# funding and support

Arco Chemicals  
BP  
British Wind Energy Association  
Cecil Pilkington Charitable Trust  
Council for the Protection of Rural England  
Department of the Environment,  
Transport and the Regions  
Eastern Group  
Energy for Sustainable Development  
Energy from Waste Association  
Environmental Resources Management  
Esmée Fairbairn Charitable Trust  
Foreign and Commonwealth Office  
Glaxo Wellcome Plc  
Green Alliance Ltd  
Greenpeace UK  
Lever Brothers  
The National Trust  
Pilkington Energy Efficiency Trust  
The Princes' Trust  
Royal Society for Nature Conservation  
Royal Society for the Protection of Birds  
Royal Society for the Protection of Birds -  
Cymru  
Severn Trent Plc  
Shell UK Ltd  
Tarmac  
Tesco Plc  
Unilever  
Westminster Foundation  
World Wide Fund for Nature - UK

Green Alliance is funded by grants, membership subscriptions, donations and fees. Our thanks go to the individuals, organisations and companies listed in these pages for their support during the period covered in this report.

Green Alliance is also very grateful to the volunteers who have helped over the last year. Thanks go to Mark Ashley, for his work on the *Parliamentary Newsletter*; Susanne Baker, Lara Luetke-Spatz, James Nahr and Tanya O'Garra for their help as administrative assistants; and Sheetal Patel and Charlotte West for their help on biotechnology.

We would also like to thank Colin Simon for his advice on financial management; Gerry O'Grady and Doug Milligan for their help in setting up Green Alliance's computer network; and Mark Griffiths and Mark Smith at Interbrand, Newell and Sorrell for their continuing advice on design matters.

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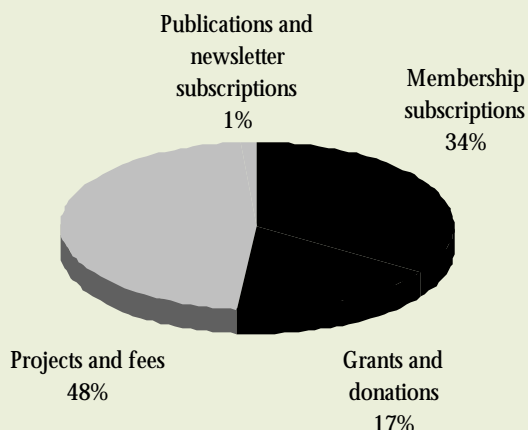
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# financial highlights

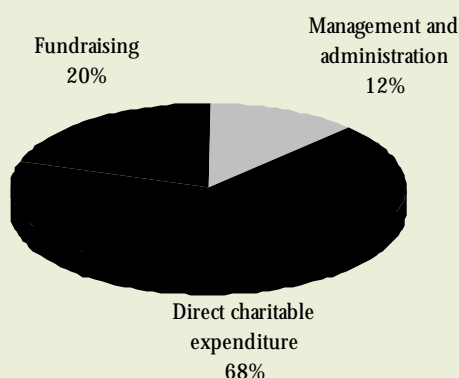
## income



Green Alliance is pleased to report a rise in total income this year from £157,853 in 1997 to £237,372. Restricted income (i.e. income which is received for defined projects) almost doubled to £88,341. Our core unrestricted income increased by 31 per cent, the biggest contributor to this being subscriptions but this was supplemented by additional unrestricted donations of £5,391. Unrestricted income is vital to provide a solid administrative and knowledge base for our work.

Our total expenditure also increased from £185,561 to £230,996, the greater part of this related to direct charitable expenditure. A considerable amount of time and energy in the year was expended on fundraising and this is reflected in the shift of costs from management and administration to fundraising.

## expenditure



Overall our unrestricted activities in the year produced a surplus of income over expenditure enabling the deficit brought forward to be reduced by £9,358. The Trustees are hopeful that the continuing goodwill of our funders and supporters will enable the elimination of the deficit in 1999. The Trustees believe that the Trust has sufficient funds to complete all the current projects.

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### Auditors statements to the members of Green Alliance

We have examined the summarised financial statements attached.

#### Respective responsibilities of trustees and auditors

You are responsible as Trustees for the preparation of summary financial statements. We have agreed to report to you on the summarised statements' consistency with the full financial statements on which we reported on 21 June 1999.

#### Basis of opinion

We have carried out the procedures we consider necessary to ascertain whether the summarised financial statements are consistent with the full financial statements from which they have been prepared.

#### Opinion

In our opinion the summarised financial statements are consistent with the full financial statements for the year ended 31 December 1998.

Kingston Smith Chartered Accountants  
Devonshire House, 60 Goswell Road, London EC1M 7D  
21 June 1999

## Summary statement

of financial activities for the year ended 31 December 1998

incoming resources	unrestricted funds (£)	restricted funds (£)	total 1998 (£)	total 1997 (£)
membership subscriptions	81,525		81,525	49,478
grants and donations	40,898		40,898	41,119
projects and fees	22,869	88,341	111,210	62,889
publications and newsletter subscriptions	3,270		3,270	3,967
interest	469		469	400
<b>total incoming resources</b>	<b><u>149,031</u></b>	<b><u>88,341</u></b>	<b><u>237,372</u></b>	<b><u>157,853</u></b>
<b>resources expended</b>				
direct charitable expenditure	64,644	91,323	155,967	123,699
fundraising	46,497		46,497	20,270
management and administration	28,532		28,532	41,592
<b>total resources expended</b>	<b><u>139,673</u></b>	<b><u>91,323</u></b>	<b><u>230,996</u></b>	<b><u>185,561</u></b>
<b>net outgoing/incoming resources for the year</b>	<b>9,358</b>	<b>(2,982)</b>	<b>6,376</b>	<b>(27,708)</b>
<b>balances brought forward</b>	<b><u>(14,996)</u></b>	<b><u>9,500</u></b>	<b><u>(5,496)</u></b>	<b><u>22,212</u></b>
<b>balances carried forward at 31 December 1998</b>	<b><u>(5,638)</u></b>	<b><u>6,518</u></b>	<b><u>880</u></b>	<b><u>(5,496)</u></b>

## Balance sheet

at 31 December 1998

	1998 (£)	1997 (£)
<b>tangible fixed assets</b>	10,405	10,407
<b>current assets</b>		
debtors	36,068	21,366
cash at bank and in hand	2,735	6,521
	<u>38,803</u>	<u>27,887</u>
<b>creditors: amounts falling due within one year</b>	<u>(48,328)</u>	<u>(43,790)</u>
<b>net current (liabilities)/assets</b>	<u>(9,525)</u>	<u>(15,903)</u>
<b>total assets less current liabilities</b>	<b><u>880</u></b>	<b><u>(5,496)</u></b>
<b>represented by:</b>		
restricted funds	6,518	9,500
unrestricted funds	(5,638)	(14,996)
	<u>880</u>	<u>(5,496)</u>

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### Trustees' statement

The Statement of Financial Activities and Balance Sheet are a summary of the information which appears in the full accounts which have been audited and given an unqualified opinion. The full accounts were approved by the Trustees on 15 June 1999 and a copy has been submitted to the Registrar of Companies and the Charity Commission.

The summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the organisation. For further information the full accounts, including the Auditors Report, which can be obtained from the organisation's offices at 40 Buckingham Palace Road, London SW1W 0RE, should be consulted.

Andrew Purkis  
Chair

Andrew Gifford  
Hon. Treasurer

# The European Environmental Bureau (EEB)

The European Union (EU) is a powerful force in environmental policy-making. Eighty per cent of the environmental legislation we implement in the UK comes via decisions made at the EU level. The EEB, a Europe-wide federation of environmental NGOs, has official status with the European Commission, and aims to influence the policy agenda. Green Alliance is a board member of the EEB and Chair of its UK Conference. (The UK section has 25 members, including many of the major environmental NGOs.) UK- EEB shares information, liaises on lobbying and meets with Ministers before Council of Ministers meetings. During 1998-1999 it focused on policy integration, institutional reform and the Euro-elections.

## Green Globe Task Force

Green Globe Task Force is a network of environmental policy experts reporting to Ministers and providing advice to the Foreign Office and other Government departments on environmental issues as they relate to foreign policy. The Task Force is housed at Green Alliance, but has its own discrete organisational identity. During 1998-1999 the Task Force, convened by Hugh Raven, worked on a range of issues including climate change, trade and investment and EU policy. For the next two years, the Task Force will be convened by Fanny Calder.

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**20 april** Launch of A car-free London? exhibition of the work of the competition finalists.

**29 april** Green Alliance's 20th anniversary party held at the House of Lords. Featured speeches by Lord Beaumont and Michael Meacher MP.

**7 june** Publication of Euro elections statement. *Available free from the Green Alliance office.*

**8 june** Green Alliance moves to new offices.

**10 june** Publication New policies for renewable energy recommending a shift in policy to promote renewable energy. *Available from the Green Alliance office. Price £20.*



## staff members

Peter Madden  
Director

Peter has been director for two years. He is also chair of EEB-UK and a member of the UK Round Table on Sustainable Development. He likes food, funk and football.

email: pmadden@green-alliance.demon.co.uk

Rebecca Willis  
Programmes Co-ordinator

Becky joined Green Alliance in 1998 after two years at the European Parliament in Brussels. She likes jetting off to South America whenever the opportunity arises.

email: rwillis@green-alliance.demon.co.uk

Karen Crane  
Development Officer

Karen has been with Green Alliance since 1989. She has two young children so - outside work - her interests include face painting, play dough modelling and sleep.

email: kcrane@green-alliance.demon.co.uk

Julie Hill  
Programmes Adviser

Julie is a former Director of Green Alliance. Following the arrival of two sons, she has worked part-time as Programme Adviser, primarily on the relaxing and uncontroversial topics of biotechnology and waste.

email: jhill@green-alliance.demon.co.uk

Ben Shaw  
Policy Officer

Ben recently joined Green Alliance. He has worked for a range of environmental groups on policy issues. He is a keen cyclist and climber and also enjoys the theatre - as audience member, backstage crew and occasional performer.

email: bshaw@green-alliance.demon.co.uk

Melanie Vincent  
Finance and Publicity Officer

Melanie joined Green Alliance in July 1997 after completing a MSc in Environmental Science at Birkbeck College, London. When she has a spare moment she enjoys painting, in particular frogs and toucans.

email: mvincent@green-alliance.demon.co.uk

Beatrice Rose  
Policy Assistant

Beatrice recently joined Green Alliance. She will be dividing her time between Green Alliance and the Green Globe Task Force. Otherwise, yoga, tree planting and EastEnders keep her on her toes.

email: brose@green-alliance.demon.co.uk

Andie Allen  
Policy Assistant

Andie joined Green Alliance in September 1996. He has a particular interest in urban and regional policy issues, when not being totally obsessed with Sunderland Football Club.

email: aallen@green-alliance.demon.co.uk

Rachel Butterworth  
PA/Office Manager

Rachel recently joined Green Alliance. She previously worked for the Sustainable Development Unit at the Improvement and Development Agency for local government. She enjoys beer, mountain biking and swimming - although not all at once.

email: rbutterworth@green-alliance.demon.co.uk

Fanny Calder  
Green Globe Task Force  
Convenor

Fanny recently joined Green Alliance. As well as running GGTF she will be working as an associate on sustainable energy issues. She also works for Energy for Sustainable Development Ltd. She likes glamour and science fiction.

email: fannyggtf@green-alliance.demon.co.uk

## Staff that left Green Alliance during 1998/99:

Doreen Fedrigo, Projects Officer to June 1999. Doreen joined in 1993 and during her time at Green Alliance worked on business, biotechnology and waste issues.

Tanya O'Garra, Temporary Administration Assistant to June 1999. Tanya joined Green Alliance as a volunteer in November 1998. She was later employed as a part-time administration assistant working on The Green Globe Task Force.

Sue Baker, Temporary Administration Assistant to September 1999. Sue joined Green Alliance as a volunteer in November 1998. She was employed as an Administration Assistant from July 1999.

Luke David, Administration Assistant to Green Globe Task Force, July to November 1998.

**board members**

Dr Andrew Purkis (Chair to September 1999)  
Andrew Gifford (Hon. Treasurer)  
Dr Robin Bidwell CBE  
Ian Branton OBE (to December 1998)  
Tom Burke CBE  
Robin Grove-White  
Nigel Haigh OBE  
Tony Hams OBE (Chair from October 1999)  
Dorothy MacKenzie  
Derek Osborn CBE  
Prof Adrian Phillips CBE  
Fiona Reynolds CBE (from March 1999)  
Tessa Tennant

**bank**

NatWest Bank  
Cavell House  
2a Charing Cross Road  
London WC2H 0PB

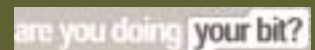
**solicitors**

Bates, Wells and Braithwaite  
Cheapside House  
138 Cheapside  
London EC2V 6BB

**auditors**

Kingston Smith  
Devonshire House  
60 Goswell Road  
London EC1M 7AD

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website: <http://green-alliance.demon.co.uk>

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