

# The Urban Ecoliving Charitable Trust



OUR THIRD NEWSLETTER

April 2009



Concept design graphic showing environmental side of Tread Lightly Caravan – the other side will be urban.

*Tread Lightly*

## The Tread Lightly Caravan

The Urban Ecoliving Charitable Trust was established in December 2007. Our mission is to inspire sustainable life styles.

Our first project is to build the Tread Lightly Caravan – a mobile exhibition/classroom targeted at 8-12 year olds. Using “high- impact” interactive displays, the Tread Lightly Caravan will show visitors how every day choices (what we buy, how we travel around, what we eat, how we heat our homes) can make a huge difference to our natural environment. The displays and exhibits are currently being designed – to graphically demonstrate the consequences of our life style choices. The key message to visitors will be “*Your choices have environmental consequences*”.

The Tread Lightly Caravan will visit Auckland schools and attend community events. Where possible it will be powered by renewable energy sources including solar panels and second generation (waste based) biofuel. Approximately 30,000 people will visit the Tread Lightly Caravan every year.

Visitors to the Tread Lightly Caravan will leave with an understanding of the environmental consequences of their individual choices, and inspired to live more sustainable life styles.

### Governance and Staff

The Urban Ecoliving Charitable Trust is governed by a Board of Trustees:

- Brent Ogilvie, Executive Director, Pacific Channel
- Julian Nixon, Director, PC Public Relations
- Gael Ogilvie, Senior Principal, URS;
- Chris Walton, Health and Safety Manager, URS New Zealand

The Tread Lightly Caravan project is being developed by Gael Ogilvie and Andrea Kendall, with lots of help from advisors and supporters. Gael has more than 25 years experience as an environmental consultant and is providing overall direction for the project. Andrea is an experienced project manager and is looking after day-to-day project development and managing sub consultants.

Our board and project team are fortunate to be ably assisted by Bettina Anderson of Pukeko Blue Communications and Emmanuel Youtsiannis. Throughout 2007, Bettina and Emmanuel assisted Horizons Regional Council to develop The Green Rig ([www.greenrig.co.nz](http://www.greenrig.co.nz)) a mobile environmental classroom, operating throughout the Manawatu region.

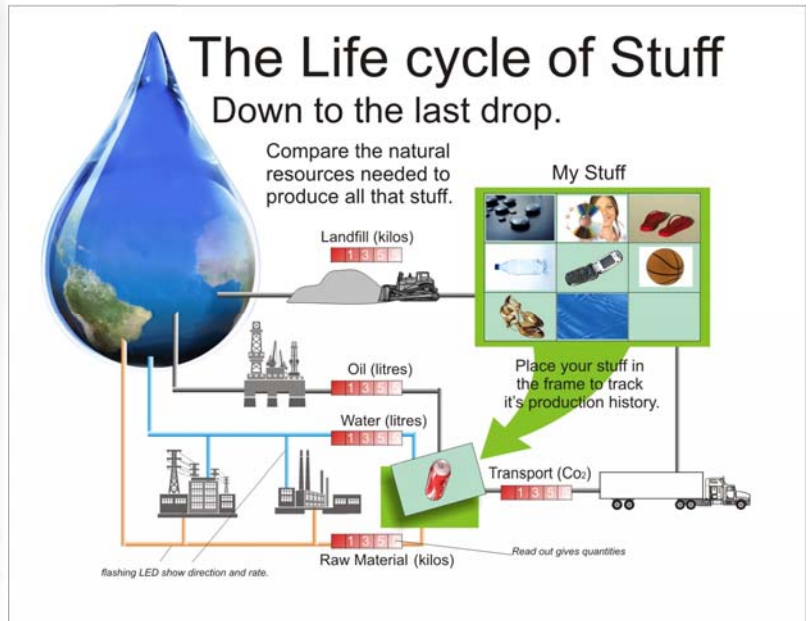
### Designing the exhibits

The exhibits are the key to delivering a powerful message to inspire changes in lifestyle and consumer choices. We have received significant input from school children, teachers, educators, environmental specialists, funding providers and interested stakeholders to develop our exhibit ideas. We now have excellent concept designs for both the trailer and the exhibits..

The exhibits and educational component of the Tread Lightly Caravan will be carefully linked to the NZ primary/intermediate school curricula. The exhibits will be youth focused and multi-media will be used where appropriate. There will be an emphasis on “follow-on” education back at the schools and at home (the “making it stick” challenge). Material will be available for children to take home and discuss what can be done, with their families.



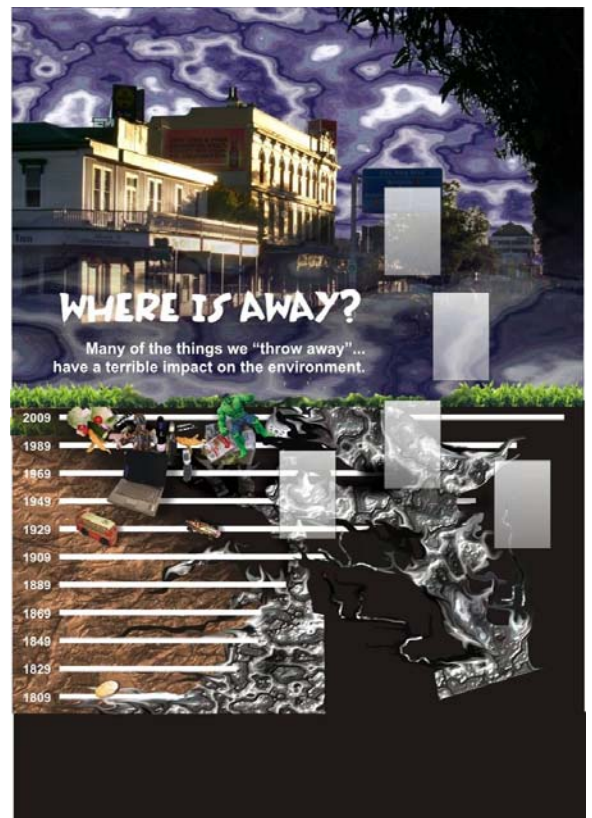
Environmental Footprint Exhibit – visitors will answer lifestyle questions and their environmental footprint (consumption of water, energy, and materials, and production of waste) will be demonstrated.



Visitors will be able to explore the pre-purchase life cycle of everyday consumer items such as jandals, a coke, basketball, hoodie. Peeling back layers of the item will reveal the manufacturing and transport steps taken to get the product to the store shelf.



Using an arcade style drive simulator, visitors choose a vehicle and fuel type, - the objective is to reach the end of the circuit with the least carbon emissions



Waste will be displayed in perspex boxes, and visitors will appreciate how our waste habits have changed and the impact on the environment that this is having.

## Funding

We have received generous funding from Ministry for the Environment (Sustainable Management Fund), Auckland City Council and the Perry Foundation. We now have funding to build an initial TLC trailer "shell" with some inexpensive interactive experiences, but still require additional financial support for educators' salaries and some of our more expensive exhibits.

As we have now been in operation for more than a year we are in a position to apply for a number of publicly contestable funds. We are currently shortlisted for exhibit funding from the Digital Strategy Community Partnership (Department of Internal Affairs) and are applying for funds from Lotteries, NZ Community Trust and Lion Foundation. We expect to hear the outcomes of these applications over the next two months.

We now have some great concept design/visuals (a few of these are included in this newsletter) and have just begun approaching the private sector for sponsorship support. From initial feedback, our project is potentially of high value to companies seeking to demonstrate their commitment to New Zealand's future. We hope to confirm our principal sponsor before the end of April. At this stage we are looking for sponsorship for our Auckland based TLC, but there is a possibility that our principal sponsor would require national coverage - in which case we would simply replicate what we are doing in Auckland.

## Schedule

The Auckland TLC will be on the road by the end of 2009. We have completed the Concept Designs and are now preparing detailed designs for the exhibit and trailer. We are scheduled to complete detailed design by the end of April and construction/installation will begin in May/June.



## To contact us:

If you would like to contribute in any way, or know more about The Urban Ecoliving Charitable Trust and our Tread Lightly Caravan project please contact Andrea Kendall at [akendall@tread-lightly.org](mailto:akendall@tread-lightly.org) or phone 09 6233435.