

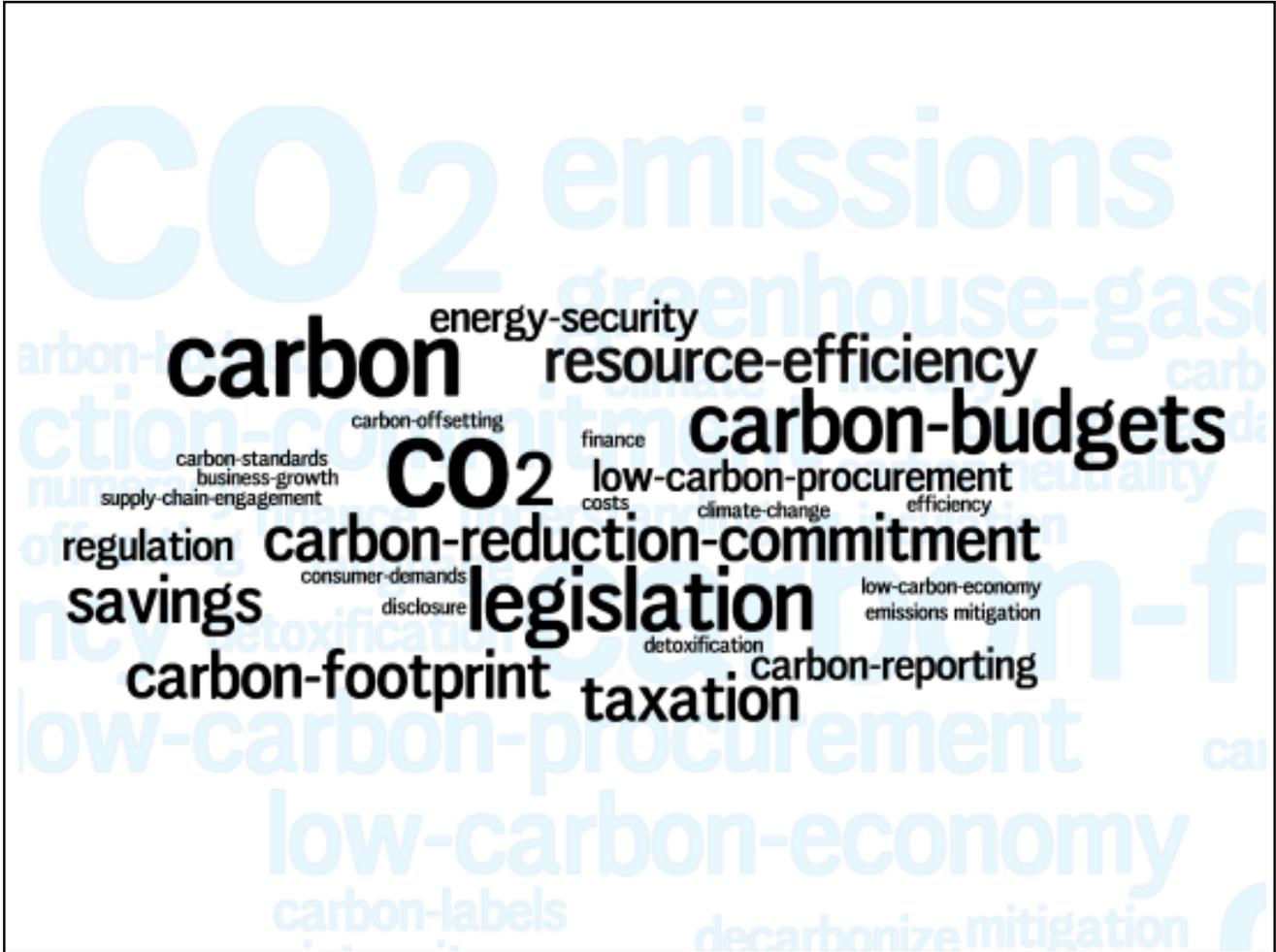


Clear About Carbon

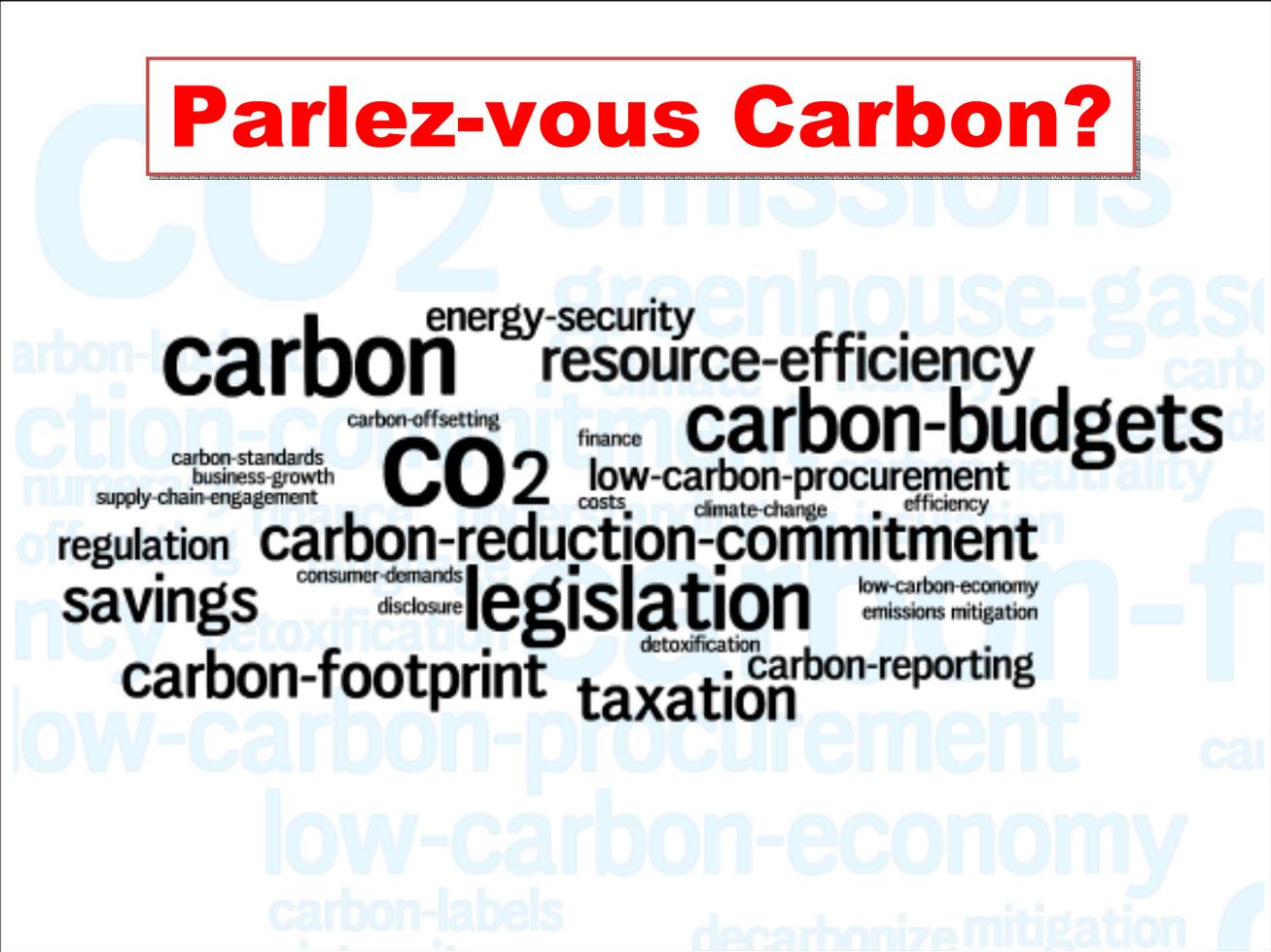
Supporting Cornwall's Transition to a Low Carbon Economy

Fernando Correia





Parlez-vous Carbon?



Carbon Literacy

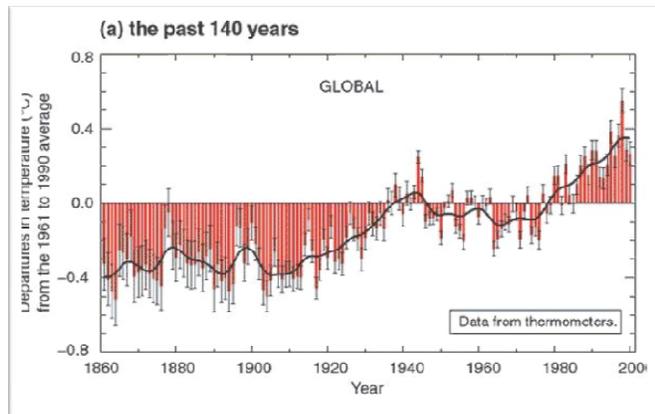
“The ability to **identify, interact, understand equivalents, measure, manage, apply** and **communicate issues** associated with a developing ‘Low Carbon Economy’ ”

Why should I bother?



Why should I bother?

Changing
Environment



Why should I bother?

Changing
Business
Environment



Can you see the train coming?



Political and regulatory changes



Energy White Paper 2003:
Our energy future:
Creating a low carbon economy

2003



Political and regulatory changes

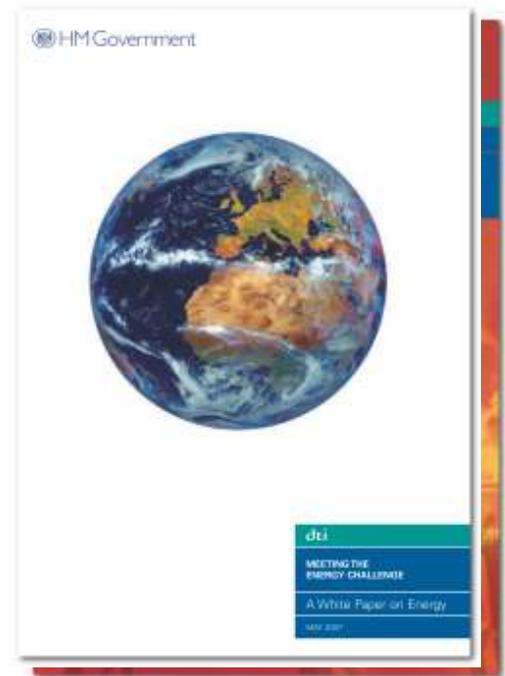


Energy White Paper 2007:
Meeting the energy challenge

“aiming to cut CO2 emissions
by some **60 percent by about 2050**,
with real progress by 2020”

2007

2003



Political and regulatory changes



UK Sustainable Procurement Action Plan

“Our goal is for the UK to be among the European Union (EU) leaders in sustainable procurement by 2009, **to achieve a low carbon more resource efficient public sector.**”

2007

2003



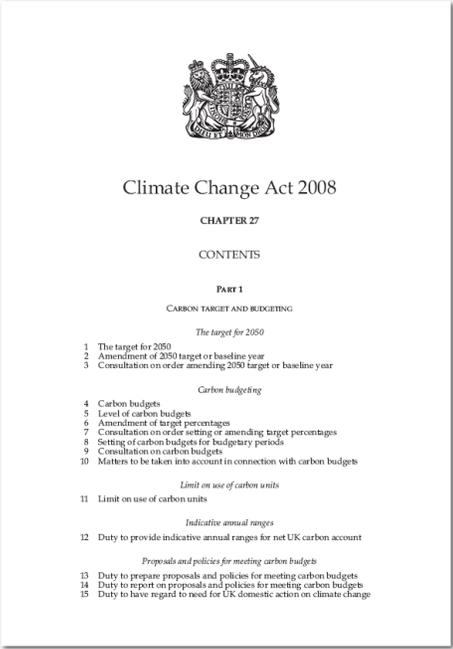
Political and regulatory changes



Climate Change Act

Legally binding target of at least an **80 percent** cut in greenhouse gas emissions **by 2050**.
Also a reduction in emissions of at least **34 percent** by **2020**.

2008
2007
2003

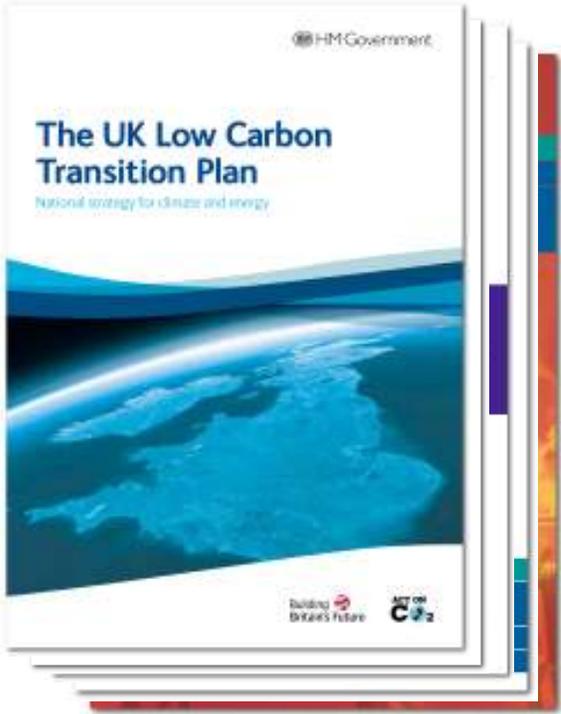


Political and regulatory changes



The most systematic response to climate change of any major developed economy.

- 2009
- 2008
- 2007
- 2003



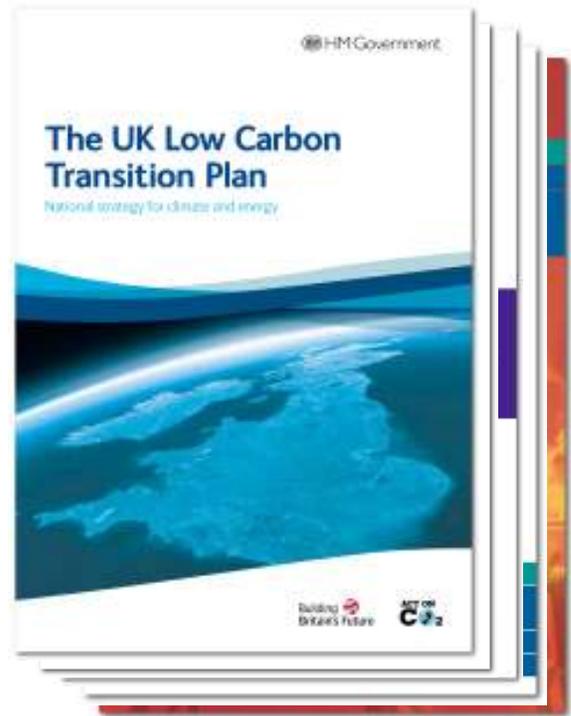
Political and regulatory changes



2009
2008
2007
2003

The most systematic response to climate change of any major developed economy.

By 2020:
•cut emissions from **workplaces** by **13%** on 2008 levels;
•cut emissions from **transport** by **14%** on 2008 levels;
•cut emissions from **farming** and waste by **6%** on 2008 levels.



Political and regulatory changes



All government departments produce **Carbon Reduction Delivery Plan**

Carbon reduction to be **systematically considered in all procurement frameworks and contracts.**

- 03/10
- 2009
- 2008
- 2007
- 2003

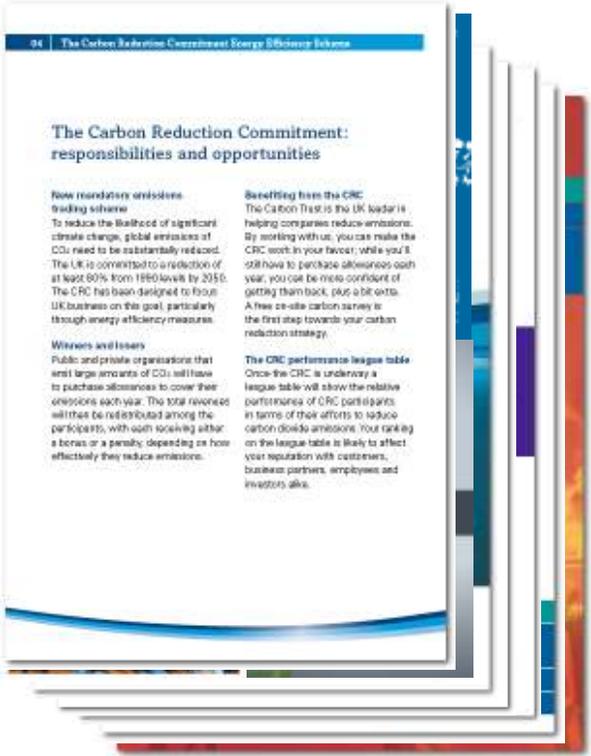


Political and regulatory changes



Start of Carbon Reduction Commitment

04/10
03/10
2009
2008
2007
2003



Political and regulatory changes



05/10
04/10
03/10
2009
2008
2007
2003





Cutting central government emissions by 10% in 12 months (Press Release)

- 'Greenest Government ever' – Prime Minister
- New Energy and Climate Change Ministers start work

Carbon emissions from central government will be cut by 10% in the next 12 months, Prime Minister David Cameron announced today. This is the most ambitious commitment on UK Government emissions ever made – and will provide strong and decisive leadership on green issues helping to deliver better value for money and make a contribution to reducing the record deficit.

Government department headquarters will also publish online in real time their energy use so that the public can hold ministers and civil servants to account for their carbon footprint.

A government steering group will be established to ensure the delivery of this emissions target. The steering group will be chaired by the Energy and Climate Change Secretary Chris Huhne, and comprise representatives from key departments and the private sector.

The Prime Minister will write to all colleagues to reaffirm this shared commitment and invite them to bring forward their plans to help meet this common target.

Speaking to staff at the Department of Energy and Climate Change, the Prime Minister said:

"I don't want to hear warm words about the environment. I want to see real action. I want this to be the greenest government ever.

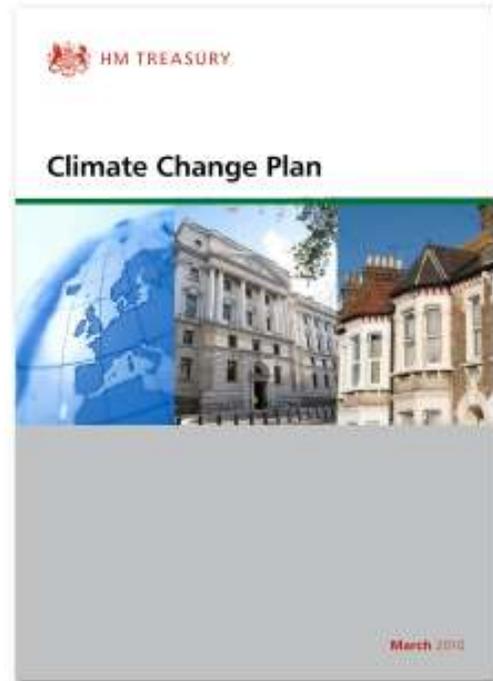
"In fact, we've made a good start. Someone pointed out when you mix blue with yellow – you get green.



Taxation

company-car-tax
climate-change-levy landfill-tax
EU-emission-trading-system
capital-allowances-for-vehicles fuel-duty
vehicle-excise-duty
fuel-benefit-charge
air-passenger-duty

Keep reading this space!



Spending Cuts

68-PAGE NEWSPAPER PLUS THE UNIQUE 20-PAGE *Viewpoint*

THE INDEPENDENT

www.independent.co.uk
Publisher: James Kelly
G.M. 2009041212

SINCE 1988 FREE FROM PARTY-POLITICAL TIES | FREE FROM PROPRIETORIAL INFLUENCE

This is Britain's £893.4bn mountain of debt.

If you look very closely you'll see how much it was reduced by the 'savage cuts' announced yesterday.

(So be prepared for a long hard climb.)

IN TODAY'S *Viewpoint*
Caroline Lucas You don't have to sell out to succeed in politics
Page 10, 11

Dominic Lawson Actors shouldn't prefer they can save the world
Page 10, 11

Tom Durville The Civil Service need some mud on their boots
Page 10, 11

Gerard Gilbert Why can't the best TV shows get their exit strategy right?
Page 10, 11

The glory of Christmas

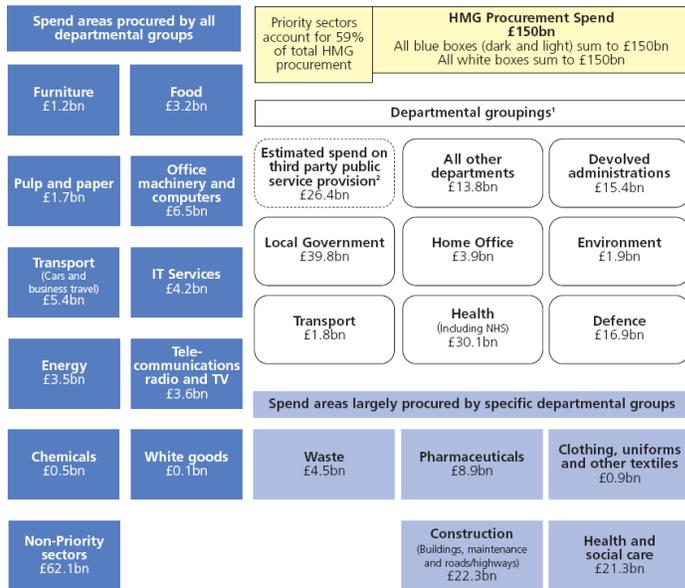
© 2009 The Independent. All rights reserved.

Public spending deficit for 2010-11: **£157bn**

Net spending cuts announced this week: **£5.7bn**

Spending Cuts

Figure 1: Scale of public sector spend across a range of sectors



Public Sector Procurement expenditure is **£225bn a year**. Equivalent to:

- nearly 20% of UK GDP
- over 0.5% of global GDP

All figures are for procurement in 2003/04

DEFRA (2006) *Procuring the Future*

GREENING the Public Sector GREEN to be Lean

9th June 2010
The Barbican, London

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delegate bookings: 0161 832 7387

Delivering cash savings through sustainability

Drastic measures are required to reduce the public sector spending deficit. Demands on the public sector can be difficult to reconcile. It is required to make huge savings, whilst delivering government policies on sustainability. Pressure on exploited energy resources has resulted in a crunch that makes better management of global supply networks imperative.

Sustainable initiatives should not take a back seat to cost reduction but instead be promoted as a complementary practice to make cash savings. This conference explores the link between savings, sustainability and security of public services. This is a 'must' event for those charged with delivering a leaner, greener public sector and more robust public services.

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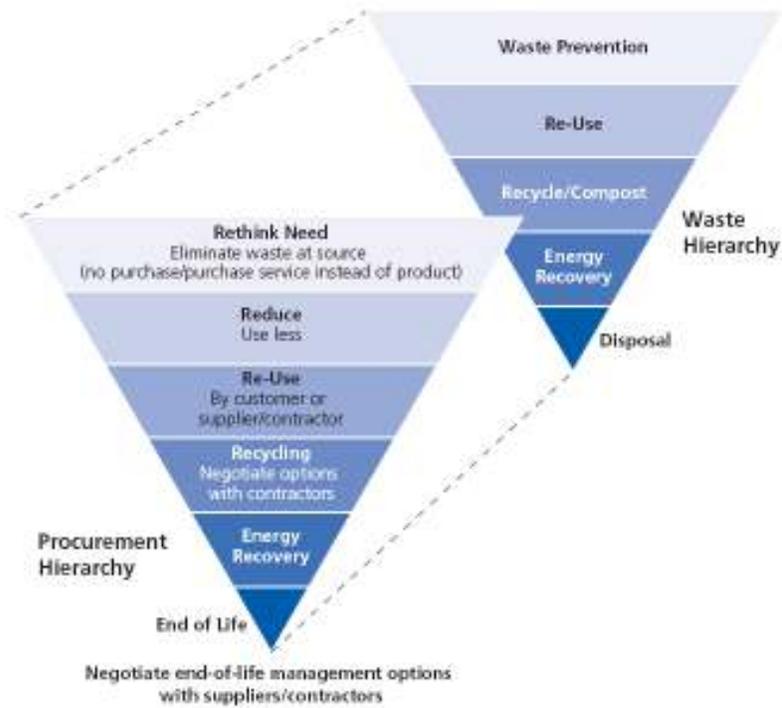


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More Efficient Use of Resources

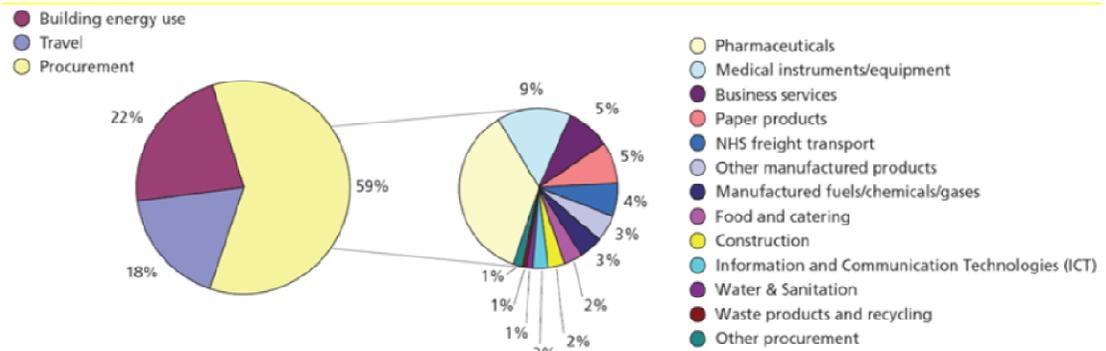
Figure 2: Waste Hierarchy = Procurement Hierarchy



Defra 2006

More Efficient Use of Resources

Graph to show the NHS Carbon Footprint breakdown of emissions associated with Procurement



Market Changes

The screenshot displays the M&S website's 'Plan A' section. At the top, the M&S logo is on the left, and navigation links for 'Help', 'Wish List', and 'Quick order' are on the right. Below the logo, the 'Plan A' title is prominent, with sub-links for 'Online Shopping' and 'Store Finder'. The main content area features a large heading 'Plan A is bigger and bolder' and a sub-headline: 'We've set a new, even more ambitious goal: to become the world's most sustainable major retailer by 2015.' To the right of this text is a small graphic that says 'DOING THE RIGHT THING'. Below the text is a photograph of a small tree in a yellow plastic bag. A 'Find out more' button is positioned below the tree. To the right of the tree is a small inset image of a man in a suit, identified as Sir Stuart Rose, Executive Chairman. Below the main content area is a green navigation bar with links for 'Home', 'About Plan A', 'What we're doing', and 'What you can do', along with 'Register' and 'Login' buttons. Below the navigation bar, there are three promotional tiles: 'M&S wins a Green Award' (with a 'The Green Awards' logo and text about winning Best Supermarket in 2010), 'We Want Your Green Idea!' (with a 'SUPER IDEA' logo and text about a £100,000 prize), and 'Greener Living Shop' (with a photo of a woman and text about Fairtrade, organic, and recycled products). Each tile has a 'Find out more' button.



Becoming the world's most sustainable major retailer by 2015
Sir Stuart Rose, Executive Chairman

Market Changes



Climate Change

Objective 9

Help our customers cut their carbon footprint

No.	Commitment	Comment
9.1	Launch at least six projects by 2012 which provide a 'step change' in reducing carbon emissions across key M&S food product ranges.	New
9.2	Use the most environmentally efficient forms of packaging systems throughout the supply chain to help reduce the overall carbon footprint of packaging and products by 2015.	New
9.3	Ensure that by 2015 at least 90% of our household electrical products meet a credible energy efficiency standard and improve the energy efficiency of the most energy intensive products by at least 25%.	New
9.4	Supporting the work of The Carbon Trust to develop a carbon labelling scheme for consumer products and services by 2012.	Commitment 25 achieved

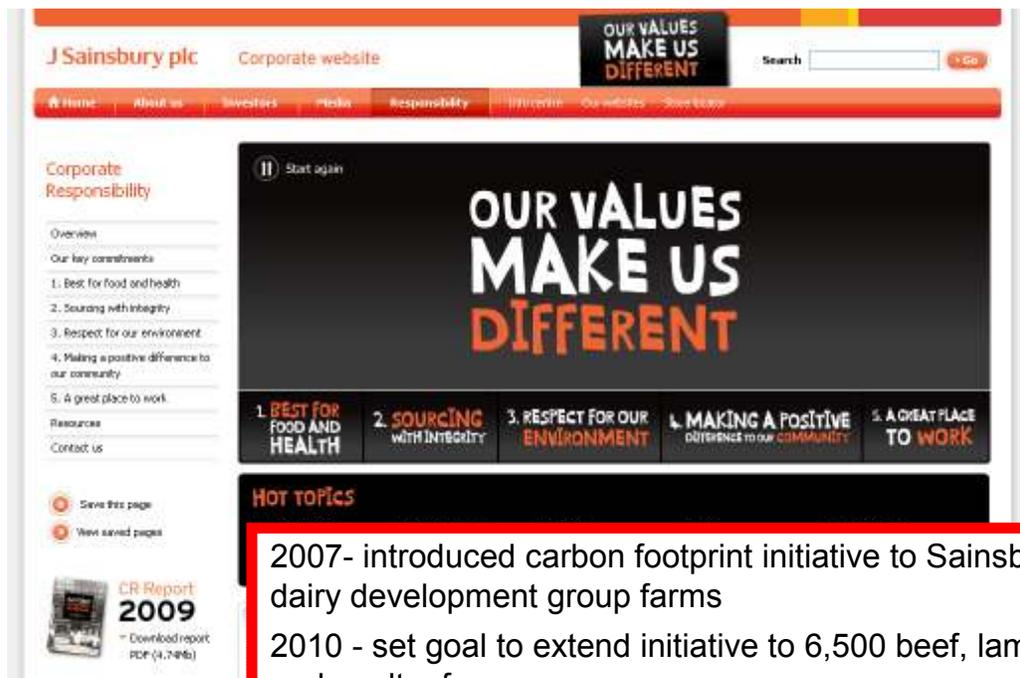
Market Changes

Objective 11

Help our suppliers cut their carbon footprint

No.	Commitment	Comment
11.1	Conduct a climate change risk assessment across all key parts of the M&S supply chain and where required, develop mitigation, resilience and adaptation plans by 2011.	New
11.2	Work with food suppliers to ensure that all factories have an environmental action plan, so that by 2015, 25% of M&S food (by turnover) will be produced by factories that have improved energy efficiency by at least 20%.	New
11.3	Working in partnership to build and operate anaerobic digestion facilities to generate renewable electricity by 2012.	Commitment 8 on-going
11.4	Working with our suppliers to understand how we can improve the efficiency of their deliveries to our distribution centres, including increasing the use of rail transport by 2012.	Commitment 18 on-going
11.5	Working with The Carbon Trust we will identify 'carbon hotspots' in the food supply chain in 2007 and set targets to reduce CO ₂ emissions.	Commitment 19 achieved
11.6	Investigating and minimising our use of airfreight	commitment 20

Market Changes



2007- introduced carbon footprint initiative to Sainsbury's 325 dairy development group farms

2010 - set goal to extend initiative to 6,500 beef, lamb, pig, cheese and poultry farmers.

2012 - reduce CO2 per case of product by 15%

Market Changes



Goals

- reduce supply chain emissions by 30% by 2020
- all products to be carbon labelled

Market Changes

your **ASDA**



Big cuts in carbon emissions - and ambitious new targets for 2015

We've announced two major milestones in our drive to reduce Asda's greenhouse gas emissions – a 7% reduction in our carbon footprint over the past two years, and an ambitious new plan to cut 20 million tonnes of carbon across our parent company Walmart's supply chain by 2015.

We've taken more than 80,000 tonnes of CO2 equivalent out of Asda's operations since 2007, despite opening 36 stores and serving an additional 2.5million customers each week. By way of comparison ... we're now producing 66 tonnes of CO2 equivalent for every £1million of our sales, compared with 83 tonnes two years ago.

As our environment blogger [Julian Walker](#) explains in his [latest post](#), these reductions came from things like making our stores

The new Walmart programme involves partnering with our suppliers to improve the products we sell.

To cut 20 million tonnes of carbon across parent company Walmart's supply chain by 2015, setting the challenge to its more than 100,000

Consumer Changes

Shoppers care about their carbon footprint, says new report

Friday, 19 February 2010

New research undertaken by The Carbon Trust reveals that shoppers now care as much about the carbon footprint of a product as they do about calorie content.

The full extent of consumer carbon consciousness shows that carbon counting now stands shoulder-to-shoulder with calorie counting when it comes to the weekly shop.

When asked about what they put in their shopping trolley, a quarter of people said it's not just carbs but carbon that now influences their shopping habits.

86% of consumers want their favourite brands to help combat the threat of climate change by reducing their carbon footprint; 43% are actively seeking information about the carbon impact of the products they buy, and 52% would be more loyal to a brand if they could see at a glance they were taking steps to reduce their footprint.

Consumers call for carbon food labels

Tuesday, 12 January 2010

Almost three-quarters of consumers want carbon labels on food products, according to new research among over 400 supermarket shoppers by Newcastle Business School, Northumbria University.

The findings have been released following the Conservative Party's pledge to introduce a supermarket ombudsman and legislation to enforce "honest labelling" if they are elected.

Consumer Changes

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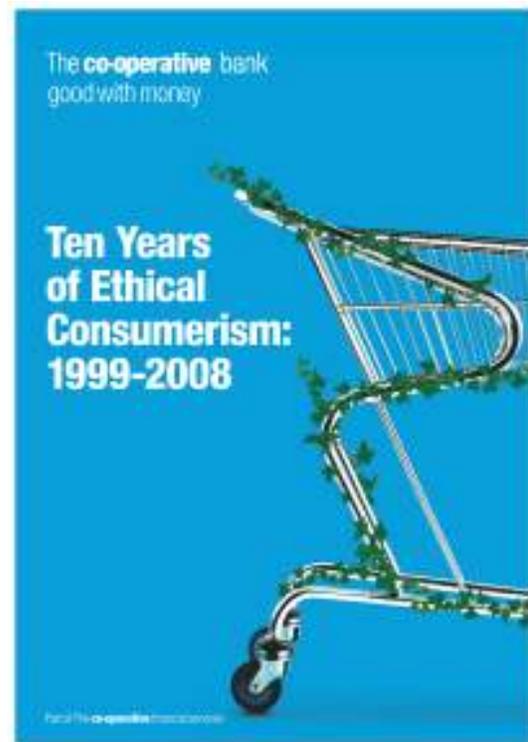
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Consumer Changes

Expenditure on ethical goods and services has **grown almost threefold** in the past 10 years:

- Spending on ethical food and drink has increased more than threefold in the last decade, from £1.9 billion in 1999 to over **£6 billion in 2008**.
- Green home expenditure has **increased fivefold**, from £1.4 billion in 1999 to over £7 billion in 2008.
- **Spend to address climate change**, for example on green transport, energy efficiency and renewable energy, has grown from just £23 in 1999 to **£251 by 2008**.



What about Tourism?

The Next Green Thing – Carbon Neutral Hotels

Jun 30, 2009 1:04 - By: **P. Ling**

Sustainable travel is now in the first stages of yet another revolution – moving from eco-friendly green hotels to completely carbon neutral hotels.



The Resort at Paws Up, Greenough, Montana

Airlines already allow passengers to purchase carbon credits equivalent to their share of carbon usage for the flight. Some private air charters include it as part of the service, so that their clients don't have to do anything. It was only a matter of time before hotels started adopting this system.

The Resort at Paws Up in Greenough, Montana, is being touted as the first carbon neutral property in the United States. The resort implements all the usual green practices – earth-friendly cleaning products, electric vehicles on the grounds, organic food and sustainable produce in the restaurant, energy efficient lights, providing guests the option to re-use linens, and so on.

[Even More Weird Hotels Around the World](#)

[CoCo Key Water Park Hotel in the Heart of Orlando on International Drive](#)

[Hilton Orlando Bonnet Creek - The Best Bang For Your Buck Hotel Near Disney World](#)

[5 Best Sunset Photography Hotels on Southwest Florida Beaches](#)

[Nashville Floods Force Opryland Evacuation, Closure](#)

[Largest Hotels in 10 Large Cities](#)

[Celebrity Hotel of the Week: Les Saisons, Sun Valley, Idaho](#)

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27 May 2010

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- Christmas Break
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“Rufflets officially announced Carbon Neutral status in June 2007, becoming one of the first Carbon Neutral hotels in the UK and the first in Scotland to do so.”

<p>Stay at Rufflets</p> <p>Rufflets has 24 individually styled and tastefully decorated bedrooms, including three suites.</p>	<p>Wine & Dine at Rufflets</p> <p>All Rufflets restaurant restaurants is renowned for its fine dining, with locally sourced ingredients including our own garden.</p>	<p>Weddings at Rufflets</p> <p>Our purpose built wedding and function suite has won acclaim as one of the best wedding venues in Scotland.</p>	<p>Open Championship 2010</p> <p>Now taking dinner bookings for the Open Championship in St Andrews this July.</p>
--	--	---	---

Rufflets Country House Hotel, St Andrews

Welcome to Rufflets Country House Hotel, [St Andrews](#), one of the oldest established and highest quality Country House Hotels in Scotland.

This stately furnished mansion house, set in 10 acres of award-winning [gardens](#), within the town boundary of St. Andrews and minutes from the Golf Course and Beaches, has been in the same [family](#) ownership since 1922.

Rufflets offers a wide range of accommodation options, with 24 individually designed [bedrooms](#), and two self contained 4 star [Lodges](#) in the grounds, making the hotel a favourite for [weekend](#) and [short breaks](#).

<p>Gift Vouchers</p>	<p>Buy gift vouchers online! The perfect gift idea, safe, secure and fast payment.</p>	<p>Contact Us</p>
<p>ADVANCED PURCHASE</p>	<p>Receive a 10% discount for all rooms booked 30 days in advance.</p>	<p>Gift Vouchers</p>
<p>Newsletter</p>	<p>Register your e-mail address to receive the latest offers and news.</p>	<p>Weather Reports</p>
<p>Open Championship Dinner</p>	<p>Wine & Dine</p>	<p>Rufflets Videos</p>
<p>Gallery</p>		

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Taking Events Carbon-Neutral

Jun 1, 2007 12:00 PM, By Betsy Bair

Move over, green meetings. There's a new kid in town: the carbon-neutral event. If you are congregating a number of people for a conference or convention, you are, by definition, increasing greenhouse gases as people fly and drive to your event. And, if you are not careful, attendees will consume more energy than you can offset. It's an enormous amounts of was

The good news is that meetings can be carbon-neutral. Those easily measurable carbon-offset projects. They include energy-efficient buildings or reforestation projects in

One recent example of carbon-neutral events is the 2007 Greening the Hospitality Industry Conference, hosted by the Green Meeting Industry Council (www.greenmeetings.info) in Portland, Ore., at the Doubletree Hotel & Executive Center Portland Lloyd Center, which offset 85 metric tons of meeting-generated CO2 emissions in February.

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“Move over, green meetings.
There's a new kid in town: the
carbon-neutral event. “



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INSPIRING DYNAMIC ENJOYABLE	DEDICATED ENGAGING VERSATILE	DIVERSE INNOVATIVE SUCCESSFUL

BDC becomes the UK's first CarbonNeutral® venue

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TITLE: Afro Hair and Beauty Live +
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The Convention Centre Dublin Set To Host The International Water Association World Congress on Water, Climate and Energy

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DEBI award nominee
2007 - Greening Devon

Welcome to The Green Taxi Company Website

We are an environmentally friendly taxi service, which puts you and the planet first at no extra cost. We provide long and short distance travel for companies and individuals using low emission cars with excellent customer service.

We recently appeared on BBC Spotlight and ITV Westcountry. View the video on [this page](#).

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Email: info@thegreentaxicompany.com

biotravel



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Testimonials

We have always found BioTravel to be the best offering for both our guest and business needs, their service has not been matched by any other company. With out a doubt they care about there customers. We will continue to support this business both because of its ethics but primarily because they can consistently deliver the best of services to ourselves and our customers.?

Director
Location: Watergate Bay Hotel
13-11-2007

"All of us are so grateful for the service BioTravel provide, not just as a source of transport, but for the time, energy, effort, and care they

Carbon Friendly Transport to and around Cornwall

BioTravel - a brief history, it's not easy being green!

We started BioTravel 2 years ago. It was originally called Explore South West, and our primary aim was to **transport** our corporate and group holiday clients to and around **Cornwall**.

We decided to apply for the **Fifteen Cornwall** contract which we duly won along with the **Watergate Bay Hotel** contract. Initially we were using normal petroleum diesel as we didn't really know about biodiesel, or any other alternative fuels. We had thought about LPG but due to the lack of a reliable source close to our base, we knocked this idea on the head.

After the first year operating as a **taxi and minibus company in Cornwall**, we worked out that we were using around 4000 to 5000 liters of diesel per month! This astounded us and as very environmentally minded people (we all surf, kitesurf and generally love our Cornish environment) we could not go on as a taxi company polluting the world as we were. We decided that something had to be done.

Navigation

- Home
- BioTravel Business Class
- Cornwall Coach Hire
- Press and Media
- Advertising
- London to Newquay
- Winter Schedule
- About BioTravel
- Airport Transfer Service
- Taxi Share
- Taxi Hire
- Minibus Hire
- Green Credentials

So what does all this mean?

So what does all this mean?



A 'Carbon Literate' business is:

- Able to identify the **risks** and **opportunities** associated with the transition to a low carbon economy

A 'Carbon Literate' business is:

- Able to identify the **risks** and **opportunities** associated with the transition to a low carbon economy
- Able to factor carbon impacts into all their **decision making process**

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- Able to identify the **risks** and **opportunities** associated with the transition to a low carbon economy
- Able to factor carbon impacts into all their **decision making process**
- Able to realise **bottom line benefits**

How prepared are you?

We can help

Public sector

Senior
managers

Procurement
officers

Private sector

Executive
Level

Purchasing
officers

We can help

Public sector

Private sector

Senior
managers

Executive
Level

Cornwall
Development
Company

Procurement
officers

Purchasing
officers

Carbon
Literacy
Skills

We can help

Public sector

Private sector

University of
Exeter
Cornwall Campus

Senior
managers

Executive
Level

Leadership and
Management
Skills

Procurement
officers

Purchasing
officers

Leadership and Procurement Management Skills for the Low Carbon Economy

How can you effectively consider and address carbon emissions in your purchasing practices?

How can you align sustainability, efficiency and cost savings?

How can you engage your staff , suppliers and clients in your carbon reduction strategy?

Leadership and Procurement Management Skills for the Low Carbon Economy



We can help

Public sector

Private sector

University of
Exeter
Cornwall Campus

Senior
managers

Executive
Level

Leadership and
Management
Skills

Cornwall
Development
Company

Procurement
officers

Purchasing
officers

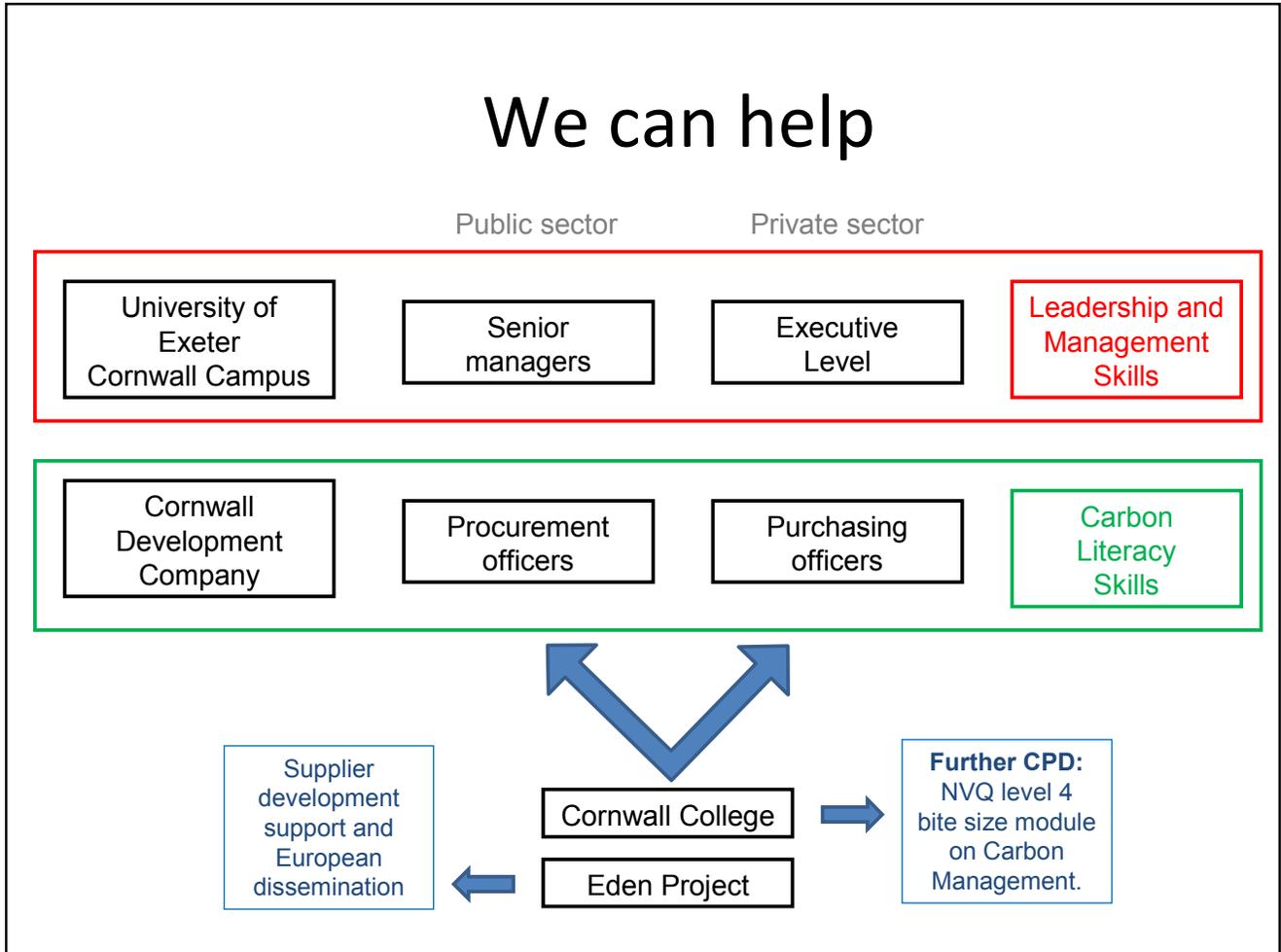
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Clear **About Carbon**

Supporting Cornwall's Transition to a Low Carbon Economy

Thank you!

Email: f.m.l.correia@exeter.ac.uk