



1993

Inspired by the Rio Earth Summit, Trewin waves goodbye to Friends of the Earth to create a positive and practical environmental organisation that helps people create their own solutions.

1994

Behaviour change gains friends and influence. A high profile launch with Jonathan Porritt wins British Gas as our first corporate partner.

1996

**EcoTeams**, our new "WeightWatchers" style household programme, defines our style: positive, action-focused and group-based.

1999

**Action at School** takes off, cutting school waste by over 30%.

We create the first ever carbon calculator to help people see the impact of their actions.

2003

Our activities are endorsed by the United Nations Environment Programme, making us the only UK organisation to get this support.

Trewin, our CEO, is trained by Al Gore as an ambassador.

2001

Quirky drawing of an energy bike is transformed into an award winning EcoInteractive display. Our **Carbon Gym**, **Carbon Weights** and **EcoDriving Simulator** follow. A whole new form of environmental communication begins.

2007

Putting the global into our name, thousands of Chinese teachers are trained about climate change, schools are supported in Poland and Ireland and employees of E.ON located in five countries help the company change.

2010

We show the link between biodiversity and our everyday actions with the **Sky Rainforest Rescue Schools Challenge** campaign and we receive 100% praise from teachers in the Thames Water area for our water workshops.

2008

Research shows that behaviour change is more likely to take place when linked to major life changes. In response, we develop our **Green IT** programme to help businesses at the start up stage, an **EcoTeams** programme for new mums, and a graduate programme for new company intakes.

2009

We start **Climate Squad**, a volunteering programme for 16-24-year-olds. With over 3000 volunteers we've delivered **Pump It Up** to fight flat tyres, and **Bust a Flush**, to cut down on water wastage.

Our corporate volunteering goes from strength to strength as we take E.ON, Aviva and Sky employees into schools on environmental projects.



# The Global Action Plan Journey

