

PRESS RELEASE

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“Oxford University scientists serve double ace in 21st Century Breakthroughs”

- **Sustainable Development Commission unveils its Breakthroughs for the 21st Century at London event with Anna Ford, Jonathan Dimpleby and Rosie Boycott**
- **HRH the Prince of Wales to meet Oxford scientists behind 2 Breakthrough ideas**

Oxford University scientists from the same institute have, uniquely, had two ideas selected for stimulating a leap forward in Britain’s green enterprise initiatives.

The Sustainable Development Commission (SDC) will today (1 July 2009) unveil the two Oxford Breakthrough ideas with 17 others at an event attended by HRH the Prince of Wales. The SDC’s Breakthroughs for the 21st Century project identifies ideas which could make the biggest impact on Britain’s efforts to tackle climate change, resource depletion and inequality.

Low Carbon Zones and *Personal Carbon Budgets*, both from Oxford’s Environmental Change Institute, competed against nearly 300 others submitted by the public, businesses, academics, and sustainability professionals.

Dr Boardman’s *Low Carbon Zones* – “keeping up with the Zoneses” - focuses on improving housing efficiency standards in specially designated zones within every local authority, with a particular emphasis on helping those suffering from fuel poverty. “The figures are startling.” says Dr Boardman. “In 2008, there were 5 million UK households in fuel poverty, a doubling since the two and a half million in 2005. The majority of these are 'vulnerable' households. There are also over eight million homes without cavity walls insulation. And then we have the exciting opportunity of the new low and zero carbon technologies. This is all a huge opportunity for warmer, healthier homes, saving people money, creating local jobs, and making big carbon reductions. The challenge is to upscale to millions of homes, not just a few thousand.”

Dr Eyre’s *Personal Carbon Budgets* enable individuals and communities to take responsibility for reducing emission of CO₂ in all areas of life . “We need a human face to carbon, something we can relate to personally. Personal carbon budgets would offer a way for everyone to make their own unique contribution to the climate solution.”

The two Oxford scientists will present their ideas along with the other Breakthrough champions at today’s conference, hosted by Anna Ford, Jonathan Dimpleby and Rosie Boycott, where they will be paid a special visit by HRH the Prince of Wales. 400 high-level community, business, public service and Government representatives will be present to discuss how to make the ideas a national reality.

The report Breakthroughs for the 21st Century is available to download on the SDC’s website at www.sd-commission.org.uk.

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Notes to Editors

- i. The Environmental Change Institute (ECI) is a co-partner in the UK Energy Research Centre, and hosts the UK Climate Impacts Programme (UKCIP; which helped to launch the new UK Climate Projections last month). Its Lower Carbon Futures group has been at the forefront of personal energy use since 1991 with major reports such as *40% House*, *Home Truths*, and *Building a Greener Britain* . www.eci.ox.ac.uk
- ii. The Sustainable Development Commission is the Government's independent advisory body on sustainability issues, made up of 17 Commissioners, and reporting directly to the Prime Minister, the First Ministers of Scotland and Wales and the First and Deputy First Ministers of Northern Ireland. For more information on the Breakthroughs project visit <http://www.sd-commission.org.uk/pages/breakthroughs.html>