



# SUSTAINABLE WOOTTONCOURTENAY

## Newsletter No 18 January 2025



### Green Car Tyres

A green or eco tyre is typically made from natural rubber, organic cotton, and other eco-friendly materials. These materials reduce the amount of energy needed to manufacture the tyre, as well as reduce the amount of waste produced.

### Benefits of eco tyres according to the RAC

Not only are green tyres better for the environment, but they can also save you money in the long run.


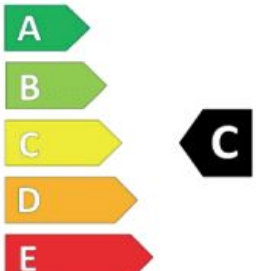

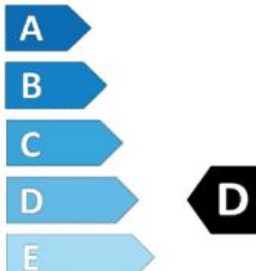




#### Some of the key benefits of green tyres:

1. **Reduced fuel consumption:** Green tyres are designed to reduce rolling resistance and improve fuel economy. This means that your car will use less fuel, resulting in lower emissions and lower running costs.
2. **Improved safety:** Green tyres provide better grip and handling than some conventional tyres.
3. **Reduced noise pollution:** Eco tyres are designed to reduce noise pollution and provide a quieter ride.
4. **Longer lasting:** Green tyres are designed to last longer than some conventional tyres, meaning you **don't have to replace them as often**.
5. **Better for the environment:** As eco tyres are made from a range of natural or recycled materials, they are more biodegradable than most conventional tyres.

### PROTECTING OURSELVES, THE ENVIRONMENT AND SAVING MONEY

Since November 2012, a tyre label must be shown when buying a tyre.

#### TYRE LABELS EXPLAINED

ENERGY	
SUPPLIER'S NAME	Tyre type identifier
Size	Tyre class
 	 
 	 

#### 1. FUEL EFFICIENCY/ROLLING RESISTANCE

Tyres are rated A-E; A being the most fuel efficient, E the least. The difference between each category means a reduction or increase in fuel consumption of 3-4%.

#### 2. WETGRIP/BRAKING PERFORMANCE

Tyres are rated A – E; A being the shortest braking distances in the wet, E being the longest braking distance in the wet.

**The difference in each category can mean an extra one to two car lengths (3-6 metres) on the stopping distance.**

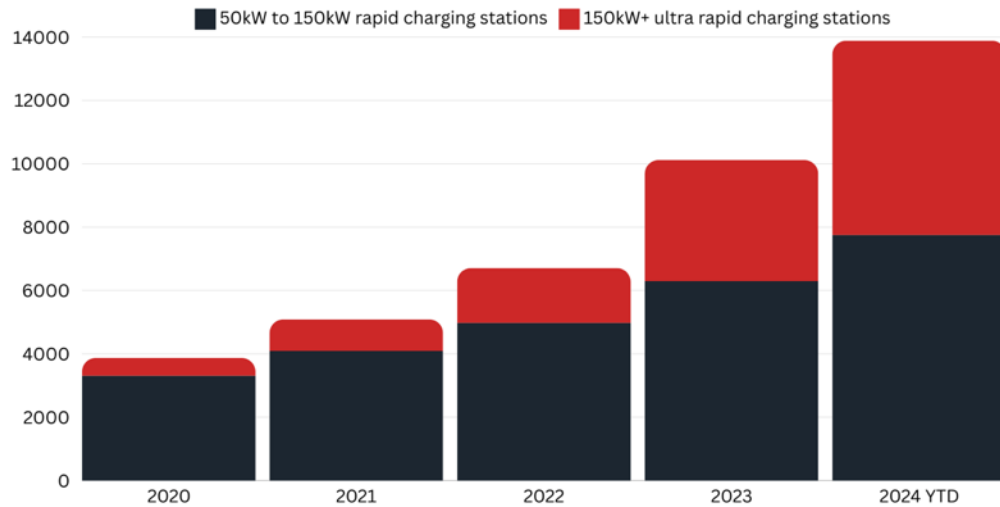
#### 3. NOISE EMISSION/EXTERIOR NOISE

This relates to the external noise made by a tyre and is measured in decibels (dB). There are 3 ratings for noise: A, B and C with A producing the least external noise.

## UK VEHICLE CHARGING POINTS



### Number of rapid and ultra rapid charging points in the UK



Source: Zap-Map.com

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## NORWAY LEADING THE WAY



Norway has passed a major milestone – electric cars now outnumber petrol and diesel vehicles on their roads.

Data from the Norwegian Road Federation showed that 88.9% of all new passenger cars sold in Norway in 2024 were fully electric, up from 82.4% in 2023. The Norwegian government is on track to achieve 100 per cent in 2025. In some months sales were as high as 98%. Decades of initiatives have been

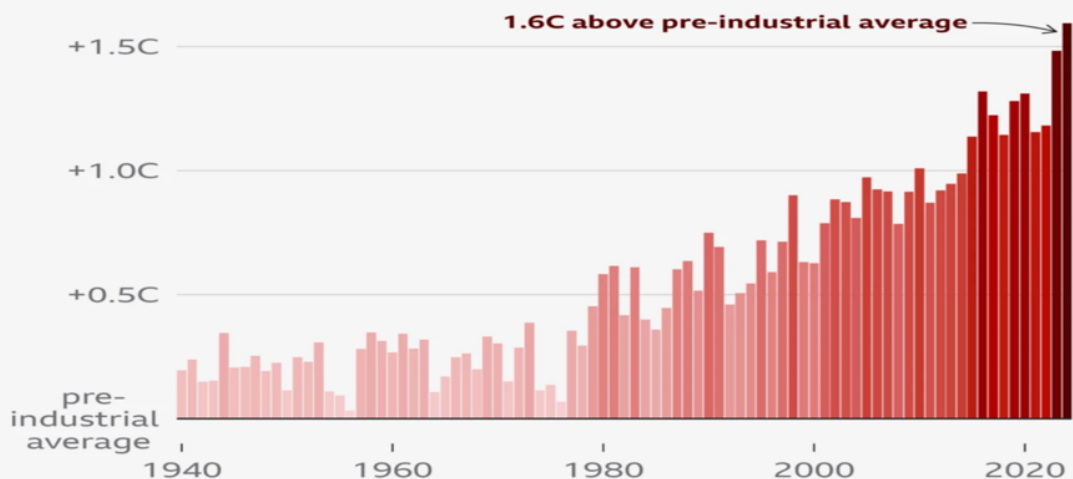
aimed at decarbonising transport in the country alongside policies locking in climate-conscious transport.

By contrast, in the UK electric cars made up 20% of new car registrations in 2024, although this was a record high, and up from 16.5% in 2023. In the US, the figure was 8% last year, up from 7.6%.

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### 2024 was the first year above 1.5C

Global average temperature by year, compared with the pre-industrial average (1850-1900)



Source: ERA5, C3S/ECMWF. Darker reds reflect greater warming

BBC

## A 'green' pesticide showing promise



A nature-inspired alternative to toxic pesticides has shown early promise in [trials](#) in the Netherlands. The innovation relies on a biodegradable 'insect glue' made from edible plant oil, which mimics the natural, defensive secretions of some plants. The substance acts like a sprayable fly paper, snaring small pests but leaving larger beneficial insects such as bees unaffected.

In tests on the western flower thrip – which attacks 500 species of vegetable, fruit and ornamental crops – 60% of the bugs were captured within two days of spraying. Work continues to see if the glue can be made more attractive to both pests and their natural predators.

Nick Mole, from [Pesticide Action Network UK](#), said more research was needed to establish the environmental impact. "This is a very interesting piece of research that could result in much-needed decreases in the use of synthetic pesticides," he said. "Using natural oils to make physical traps for disease-carrying insects could be a sustainable alternative to toxic pesticides."

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## Next Generation Barcodes



Ten billion barcodes are scanned every day across the world. Since their introduction 50 years ago business has been revolutionised. The global standards agency for barcodes, GS1, thinks it's time for a new revolution. With a late 2027 target for full implementation, GS1 have created a next generation barcode. In essence, it's a QR code with a barcode hidden inside.

The new technology would enable consumers to see anything from a product's environmental impact to the labour standards involved in its production. A quick scan with a phone would also inform shoppers about harmful ingredients – enabling them to make informed decisions on their purchases. Consumers could also be instantly alerted if they're trying to buy an out-of-date or recalled product.

Retailers will be able to scan the QR code to keep track of stock levels and use-by dates and recycling. Currently, smart QR codes are being tested in 48 countries, representing 88 per cent of the world's GDP with brands such as PepsiCo, Walmart, P&G, L'Oreal, and Tesco already onboard. Eight in 10 (84 per cent) think those who aren't early adopters will miss out on billions of pounds in revenue.

GSI states that knowing a product's carbon footprint (32 per cent) is what customers want most from their in-store experience according to their report - far outweighing more opportunities to earn loyalty rewards (26 per cent).

## MORE GOOD NEWS



The Department for Food, the Environment and Rural Affairs (Defra) has confirmed that disposable vapes will be banned in the UK from 1st June 2025, marking a positive step for the environment and human health, particularly among youths.

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## European Organic Logo



The organic logo can only be used on products that have been certified as organic by an authorised control agency or body. This means that they have fulfilled strict conditions on how they must be produced, processed, transported and stored. The logo can only be used on products when they contain at least 95% organic ingredients and additionally respect further strict conditions for the remaining 5%. The same ingredient cannot be present in organic and non-organic form.

The European Union organic logo gives a coherent visual identity to organic products produced in the EU. This makes it easier for consumers to identify organic products and helps farmers to market them across the entire EU. Next to the EU organic logo, a code number of the control body must be displayed as well as the place where the agricultural raw materials composing the product have been farmed.

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## AI Designed Small Scale Wind Turbine



**EvoPhase has developed what claims to be the world's first urban wind turbine designed by AI and tailored to the unique wind conditions of a specific geographic area in the city of Birmingham.**

Known as the Birmingham Blade, the urban wind turbine is a collaboration between EvoPhase and Kwik Fab and addresses the issue of producing small-scale, affordable generators of wind energy.

“We needed a turbine that could capture Birmingham’s relatively low wind speeds while managing turbulence caused by surrounding buildings,” explained Leonard Nicusan, chief technology officer of EvoPhase.

Nicusan said: “AI allowed us to explore design possibilities beyond the scope of traditional human experimentation. We were able to generate, test and refine over 2,000 urban wind turbine designs in just a few weeks, significantly accelerating our development process and achieving what would have taken years and millions of pounds through conventional methods.”

An aluminium version manufactured by Kwik Fab will be sited on a roof space in Birmingham for evaluation and testing, and the final product is expected to be available by late 2025.