

**GLOBAL COOL FOUNDATION**  
(Company limited by guarantee no. 5850277  
registered charity no. 1116673)

**REPORT AND FINANCIAL STATEMENTS**

**Year ended 30 September 2009**

**GLOBAL COOL FOUNDATION**

(Company limited by guarantee no. 5850277, registered charity no. 1116673)

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**REPORT AND FINANCIAL STATEMENTS**

For the year ended 30 September 2009

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**GLOBAL COOL FOUNDATION**

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**REFERENCE AND ADMINISTRATIVE DETAILS**For the year ended 30 September 2009

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**Trustee** Tessa Tennant, Chair  
Dr Tariq Ali  
James Cameron  
Stephen Lloyd  
Gareth Hughes  
Dr Richard Tipper (Resigned 22 February 2009)  
Alex Macgillivray  
Richard Lord

**Executive Director** Caroline Fiennes

**Company reg. no.** 5850277

**Charity reg. no.  
(England and Wales)** 1116673

**Charity reg. no. (Scotland)** SC040772

**Registered office** 2-6 Cannon Street  
London  
EC4M 6YH

**Statutory Auditors** Gotham Erskine LLP  
Friendly House  
52 - 58 Tabernacle Street  
London EC2A 4NJ

**Bankers** National Westminster Bank Plc  
50 Ilford Hill  
Ilford  
Essex  
IG1 2AT

**Solicitors** Bates Wells & Braithwaite London LLP  
2-6 Cannon Street  
London  
EC4M 6YH

**Website** [www.globalcoolfoundation.org](http://www.globalcoolfoundation.org)

**GLOBAL COOL FOUNDATION**

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**TRUSTEES' REPORT****For the year ended 30 September 2009**

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The Trustees, who are also directors of the Charity for the purposes of the Companies Acts, submit their annual report and the financial statements of Global Cool Foundation for the year ended 30 September 2009. The Trustees confirm that the annual report and financial statements of the Charity comply with current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities (revised 2005)'.

**Structure, governance and management**

The Global Cool Foundation is a company limited by guarantee with charitable status. The governing document of the Global Cool Foundation is the Memorandum and Articles of Association.

During this year, the Global Cool Foundation applied to register in Scotland: the application was successful, and in August 2009 was registered as charity number SC040772.

Trustees serve for terms of three years, after which they must stand for re-appointment. The power to appoint new or additional Trustees rests exclusively with the Board of Trustees (also referred to as "the Board") and requires a majority decision to take effect. Prospective Trustees are briefed on the nature and work of the Global Cool Foundation, invited to meet the Board and if the Board approves, appointed at the next Board meeting.

In addition, the Global Cool Foundation hired Caroline Fiennes as Executive Director on a permanent basis. Caroline had previously been working for the Foundation on a temporary basis. We also hired a Campaign Director and Strategy Analyst.

Decisions surrounding the day to day running of the Charity are the responsibility of the Executive Director. The limits of her authority are laid out in the Delegation Agreement between the Executive Director and the Board of Trustees. Any decisions beyond this are made by the Board.

The Global Cool Foundation is also much strengthened by the creation of an Advisory Committee composed of many highly credible and knowledgeable experts in relevant fields (listed under the heading 'Use of Volunteers').

**Risk assessment**

The Trustees have considered and assessed the risks that may be involved with the Charity's activities and a system is in place to review and manage these. The Trustees are satisfied that the risks are appropriately managed, and that the benefits to the public, through the protection of the world's climate system, far outweigh these. Measures taken to reduce risk include having insurance cover in place and keeping the finances of all our activities under close review.

**Use of volunteers**

Volunteers are very important to the Global Cool Foundation. They are involved in all aspects of our work, including research to underpin strategy, our campaigns and our fundraising. We have three types of volunteer regularly and freely giving their time: -

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**TRUSTEES' REPORT****For the year ended 30 September 2009**

- 1) Our Advisory Committee. This comprises the following members:

Professor Mark Maslin	Professor Mark Maslin is Head of the Department of Geography at University College London and the Director of the UCL Environment Institute. Mark is a leading climatologist with particular expertise in past global and regional climatic change.
Chris Rose	Chris is a Director of Campaign Strategy Ltd. His clients include the Environment Agency, Natural England, National Trust, Greenpeace International, the Cabinet Office, Unilever, WWF International, UNICEF, Amnesty International, BP, and the BBC.
Dr. Jack Kreindler	Jack is an expert in medical behaviour change. He founded the Centre for Health and Human Performance, an exclusive center of a multi-disciplinary team of specialists working together for the health and well-being of their clients.
Professor Hugh Montgomery	Hugh is a medical professor at University College Hospital, and a director of the UCL Institute of Human Health and Performance, he is also an award-winning children's author and is a founding member of the UK Climate and Health Council.
Steve Machin	Steve has extensive experience of the live music industry, and an unrivalled network of contacts, having previously been Head of Music Services for Ticketmaster Europe and Vice President for International Business Development for Live Nation's Ultrastar fan-club business.
Pat Dade	Pat Dade is Director of Cultural Dynamics, a firm with internationally recognised expertise on human motivations and their applications to communications and behaviour change programmes.
Juhi Shareef	Juhi Shareef has many years' experience in sustainability in the events and creative/cultural industries, including music, theatre, film and design.
Simon Retallack	Simon is the head of IPPR's Climate Change team and oversees IPPR's Low Carbon Programme. He specialises in climate change policy and has written about most of the world's other major environmental problems.
Mike Ormond	Mike has 20 years experience in the I.T. industry working for companies such as Mars, Mercury Interactive and, currently, as Developer Evangelist at Microsoft in the UK.
Alison Tickell	Alison is founding Director of Julie's Bicycle, which is a coalition of industry, science and energy experts who are working to create a low carbon future for the music, and creative industries.
Mike Mathieson	Mike Mathieson is co-founder and CEO of Cake, a creative communications & brand entertainment company with clients as diverse as Ben & Jerry's, Motorola, Agent Provocateur, Penguin Books and Unilever.
Richard Rawlinson	Richard is a Director of Booz & Company, the global consulting firm. He has deep experience of corporate and marketing strategies, having advised leading global firms for more than 20 years. Richard served as a member of the UK's Competition Commission.

- 2) Our mid-career volunteers – e.g., people active in strategy consulting and market research. They work for GCF for typically ½ - 2 days per week around their professional activities, and bring tremendous skill and networks.
- 3) Our graduate interns, who volunteer with us typically for 2-3 days per week for 3-5 months. They work on research, administration and graphic design.

## GLOBAL COOL FOUNDATION

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### TRUSTEES' REPORT

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We aim to give all our volunteers a great experience and development opportunities in return for their time and work.

Of course, all our Trustees also give their time freely to our cause.

#### Approach

In view of the scale of the threat from climate change and the need to deploy all available resources on the problem, the Global Cool Foundation is committed to collaborating with other organisations. We do this in large ways e.g. successfully merging with the Climate Foundation last year, and also smaller ways e.g. we offered to lend our green carpet for the launch of The Age of Stupid. We are also actively supporting another behaviour change programme, Project Genie.

#### Objectives and activities

In setting out the Charity's aims, objectives and future plans the Trustees have paid due regard and given careful consideration to the Charity Commission's guidance on public benefit. These are reviewed annually by the Board.

The objectives of the Charity are to: -

- Promote for the benefit to the public the protection of the world's climate systems in such parts of the world and by such charitable means as the Trustees may from time to time think fit,
- Advance the education of the public and interested parties in effective reduction of greenhouse gases and to promote and carry out, for the public benefit, research into the effects of climate change and to publish and widely disseminate the useful results of such research.

The Charity has three broad streams of activities to achieve these objectives: -

- 1) ***Inspiring and enabling low-carbon behaviours in the public.*** This constitutes the overwhelming majority of our activities, and the campaign is called 'Global Cool' (GC),
- 2) ***The education of children in primary schools in the UK about climate change.*** We do this through our relationship with Project Genie and,
- 3) ***Rolling out low-carbon technologies in less developed countries.*** We do this through our grant-funding of SolarAid in Zambia.

#### How our activities benefit the public

All of the Charity's activities are conducted for the benefit of the public and no fee is administered for participation. The Global Cool campaign specifically targets a particular segment of the public - the 'Now People' (see below). They are highly influential in their communities, and so involvement in Global Cool's activities can be universal. The benefits of our campaigns are unrestricted and global; through the protection of the Earth's climate system by reducing peoples' carbon footprints.

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- ***Inspiring and enabling low-carbon behaviours in the public*** – For the Global Cool campaign, we plan, develop and deploy several campaigns each year which aim to inspire the 'Now People' to take up low-carbon behaviours. The benefits to the people involved in our campaigns are both economic and environmental; many low-carbon behaviours, such as improving energy efficiency at home, saves the individuals money; and all our initiatives help to save carbon. 'Now People' are highly influential and so these low-carbon behaviour changes are likely to spread, helping to protect the Earth's climate system.
- ***The education of children in primary schools in the UK about climate change through our grant-funding of Project Genie*** - Project Genie aims to inspire and empower children to reduce their carbon footprints, whilst encouraging others, e.g. their families and communities, to do the same. This too helps protect the Earth's climate system.
- ***Rolling out low-carbon technologies in less developed countries through our grant-funding of SolarAid in Zambia*** - This programme aims to help Zambia develop with relatively low carbon-intensity. The programme installs solar power and trains local entrepreneurs to: create jobs; bring economic and social benefits through electricity (e.g. holding adult education classes after dark; storing vaccines in reliable fridges); and reduce carbon emissions. The programme also offers an opportunity for people in the UK to support this work.

#### Activities

##### 1) Inspiring and enabling low-carbon behaviours in the public (the Global Cool campaign)

Following the strategic review last year, there was considerable growth this year in the public campaigning activity run by GCF, which uses the name Global Cool. We delivered two successful campaigns, and at the end of the financial year, had two more in detailed planning, and a further two in early-stage planning. We have also built up many relationships and assets that will help to deliver significant scale in the future.

**"Global Cool does a great job",** - Secretary of State for Energy & Climate Change Ed Miliband

"I think that Global Cool is tackling one of the most important challenges facing humanity. I've been very interested to hear about the work you do. **I think what Global Cool is doing is brilliant.**"

- Dame Suzi Leather, Chair, Charity Commission

##### a) Audience

In our work to save carbon by changing the behaviour of the public, Global Cool deliberately focuses on people who are least engaged in environmental issues and the least likely to have responded to climate change communications to date. That is, we are deliberately seeking an 'unserved need'. We are advised in our choice of consumer segments by leading market researchers. We target the 'Now People' - a segment identified by the market research firm Cultural Dynamics and Institute for Public Policy Research (IPPR). Interested in friends, glamour, having a good time, gadgets, social networking and looking great; they are currently almost totally unengaged by issues concerning the climate, the environment and charity/social justice more broadly. They constitute about 20% of the U.K. public, and have strong influence over a broader group of around 45%.

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*“We urge others to target the ‘Now People’ ... they are a particularly powerful subsection of the population [in] determining consumption-related behaviours. However, climate change communications, products and policies have failed [for] them, leaving them unengaged or ‘switched off’ from the issues”*  
 – IPPR, *Consumer Power*, 2009

*“Gaining the support of Now People is crucial in any campaign. Sadly few campaigns resonate for Now People... most get put in the ‘not yet’, ‘too worthy’ ‘too dull’ and ‘too complicated’ boxes.*

***Global Cool – this is Now People think.** Note how different [it] is from most campaigns”.*

*– Campaign Strategy, 2009*

#### b) Behaviours

Global Cool focuses on behaviours that can save the greatest amounts of carbon. We therefore focus on the four largest sources of carbon that an individual can influence: -

- **Driving:** so we promote public transport and walking / cycling,
- **Energy use in the home:** so we promote energy efficiency at home,
- **Flying:** so we promote flight-free holidays, and
- **Carbon embedded in purchased goods:** so we promote recycling.

In each campaign, we take one target behaviour (e.g. flight-free holidays), and work to:

- **Make it attractive** – cool and aspirational.
- **Make it easy** – with advice, tips and relevant offers.

#### c) Campaigns, delivered and in planning

##### *j) Embedded carbon: campaign delivered, January - March 2009*

We ran a campaign in January - March 2009 to encourage recycling of mobile phones and clothing. This was in conjunction with London Fashion Week, since this is highly interesting and aspirational to the Now People. The activities included: -

- Rebuilding GC's website [www.globalcool.org](http://www.globalcool.org) and starting campaigning through social networks.
- Media activity fronted by the well-known journalist Lucy Siegle.
- Hosting a swishing party (a clothes-swapping party) during London Fashion Week in association with Estethica, the ethical fashion initiative of the British Fashion Council. This was hosted by celebrity stylist Scott Henshall and included items donated by various celebrities including Paris Hilton. It received some great coverage in online and off-line media.
- Giving tips on organizing swishing parties, and revitalizing clothing, to prevent having to replace them.

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#### ii) Alternatives to driving: promoting public transport: campaign delivered, June - September 2009

Over Summer 2009, we ran a campaign to encourage our audience to swap their cars for trains and buses. The 'Do It In Public' campaign focused on the inspiration which has come from journeys by train and bus. We worked mainly at major music festivals because: -

- They gave us the opportunity to communicate with a mass audience.
- They are an aspirational, fun activity and helped us position public transport positively.
- Audience travel makes up the majority of the average festival's carbon footprint.

We were given space on screens at six of the U.K's largest festivals, for which we created an 'advert' for journeys by train and bus. This was shown at those festivals as well as in London Underground stations during the Summer.

Global Cool went to four of the six festivals – Download (Castle Donnington), Wireless (London), T in the Park (nr. Glasgow) and V (Chelmsford) – and took the Global Cool bus. This had bold Global Cool messaging and imagery about public transport on the outside, and was in the middle of our well-situated 15mx15m pitch. It was full of music, films and books inspired by journeys on train and bus. The area around the bus was designed to attract people in and had outsize versions of popular games (e.g. Connect 4 and Jenga) for festival-goers to play with – illustrating what you can't do in a car.

We had phenomenal back-stage access, and interviewed about 60 bands and other celebrities on camera, about their stories of adventure/inspiration on buses, trains, coaches etc. These interviews were then posted on the Global Cool website, YouTube, Facebook and other social media outlets. A great summary is found here: <http://tinyurl.com/GlobalCoolSummaryVideo>

With Vice Magazine – a highly influential fashion and lifestyle magazine with a UK circulation of approx. 80,000 - we created a 20 page supplement, again about celebrity stories of bus and train journeys. This was distributed in the magazine in June, and at festivals.

To 'make it easy', Global Cool heavily promoted the Government's Transport Direct service throughout the Summer 2009 transport campaign. This journey planner makes it easy to plan journeys by public transport throughout the British Isles, and can be accessed online and on mobile phones.

#### iii) Reducing energy use in the home, and promoting flight-free holidays: for delivery during FY 2009-10

At the time of writing (October 2009), we are planning campaigns during: -

- Autumn - Winter 2009 on energy use in the home: this will focus on encouraging people to dress warmly for Winter and turn down their heating ('turn up the style; turn down the heat!'). We are delighted to be partnering with the online retailer ASOS.com, who will be distributing videos of various celebrity ambassadors giving advice on great fashion looks which are warm; and providing advice on using heating controls (many are poorly labelled and confusing).

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**TRUSTEES' REPORT****For the year ended 30 September 2009**

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- Spring 2010 on flight-free holidays: this will focus on encouraging people to take holidays by train, and will show that the journey can be as much fun as the destination. Global Cool is creating a series of online shows for which we will be sending a group of celebrities on rail holidays to locations around Europe. We are very pleased to be in partnership with Rail Europe and Mr and Mrs Smith Hotels for this campaign, who will both be contributing their services to the production as well as easy-to-use information for people booking holidays.

**d) Performance and Impact**

Global Cool considers research into the performance and impact of our activities/campaigns to be of great importance in helping us improve our work. We are delighted that a major funder has committed to supporting this work during December 2009 – September 2010.

We have been carrying out impact assessment research since January 2009, which has yielded encouraging results. We know our research is still in the developmental stage and it needs to be more sophisticated; and we are wholly committed to making it so over time by using the experience from our upcoming campaigns.

By conducting a quantitative survey in January before our 'Swishing' campaign and a follow-up survey in July, as our 'Do It In Public' public transport campaign was starting, we gathered encouraging data on Global Cool's reach and impact. We also analyse press coverage, web traffic etc. The results include: -

- Awareness of Global Cool has more than doubled in six months from 9% - 20% of the general public
- We are effective in reaching our target market: of the people who knew a lot or a little about Global Cool, 71.4% were our target 'Now People', against 30% in the UK population as a whole.
- Our campaigns are inspiring and effective: 79% of people say that Global Cool has inspired a specific behaviour change in them.
- Our campaign videos have been well received, and have been viewed over 320,000 times. They are available on several sites, incl. YouTube, MySpace, Facebook, Yahoo, and bands' own websites.
- Global Cool's online activity is a strong communications route: 41.5% of our audience learnt about us online.
- We have built our audience substantially: membership of Global Cool has increased by approximately 10,000 people.
- We have also built the audience with which we communicate through other channels, e.g. membership to our groups on social networking sites (Facebook, Twitter and MySpace) increased by 59% during January-September 2009.

**e) Geography**

During 2008-09, and also 2009-10, Global Cool will work solely in the U.K. However, it is the full intention of the Board that we will eventually operate internationally, and we are open to conversations with potential partners to enable us to do this. This is clearly necessary given the scale of emissions and emissions growth abroad. The Global Cool Foundation retains its capability to operate internationally, having worked previously in the U.S., India and Japan.

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#### 2) Project Genie

Project Genie is a climate change education and action programme which empowers children to create fast, measurable, meaningful and sustained reductions in carbon emissions in their schools and homes, and thence more broadly in the community.

Founded by a medical Professor, Project Genie uses findings from health care research which shows that adult behaviour is most readily changed through the influence of children. At the Project's core is a quasi-fictional book that engages children emotionally. In *The Genie in the Bottle*, another planet has died because people released the carbon, which was trapped, too fast.

"The heat and gases of a million years were not gone, but corked beneath the rocks as oil and coal, a genie in a bottle, just waiting to escape" - excerpt from *The Genie in the Bottle*.

Children love to read storybooks multiple times. We therefore endeavour to provide one hard copy per child. Project Genie also provides a set of lesson plans, posters and whiteboard materials focussed on climate change which promote specific actions to reduce carbon emissions. These are deliberately cross-curricular with many written by Teachers of the Year.

So far, 140 schools have joined the Project, involving approximately 34,000 children. It expects to start work soon with a London Borough which will involve all their primary schools in the Project.

Project Genie was created independently to GCF and is owned by a Community Interest Company. Our involvement with Project Genie is that we have provided considerable support to the programme, and channelled funds to it.

It is not possible to meaningfully comment on Project Genie's impact this year as its focus was on raising funds, rather than recruiting new schools.

#### 3) Rolling out solar power in Zambia

The Global Cool Foundation manages a grant to SolarAid (a UK-registered charity, number 1115960) to roll-out solar power to communities in Zambia. This grant started in May 2008 and is about half-way through its three year duration.

The solar power programme has two parts: -

- 1 Macro-schemes: These are large-scale installations of solar panels in community buildings, such as schools. This year SolarAid has successfully installed all 16 macrosolar systems they had planned to. They have also secured funding from the Daey Ouwens Fund (part of the Dutch Development Agency) to augment our own grant. The Daey Ouwens Fund will co-fund the Zambian solar programme by approximately €300,000 over two years; doubling the number of macrosolar installations that can be installed. Next year, SolarAid aims to install a further 15 macrosolar systems using GCF funding and is identifying a further 15 systems under the matching grant.

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- 2) Micro-schemes: These aim to train local entrepreneurs to build and sell solar charging devices, which can power radios, mobile phones and solar lamps by providing them with technical training and support in business and marketing skills. This year, four solar powered cell-phone charging stations were built for evaluation of technical and economic performance. Over 1000 microsolar products were also imported, which are being marketed to rural communities. Microsolar products have been introduced to 43 entrepreneurs to date. Following feedback from communities and entrepreneurs across their programmes, SolarAid has identified a new, improved microsolar product which will be branded as a 'sunny money product' and made available to communities in the New Year. Next year they have a number of aims including; conducting end user tests to give valuable feedback from local communities on their microsolar products and importing over 1,000 units of the new products. They also intend to review their current capacity of entrepreneurs and begin further recruitment.

**Report on objectives given for the last financial year (2008-09)**

GCF has made good progress against the objectives given last year:

Activity	What we said we would deliver	What we actually delivered
<b>Behaviour change</b>	1) Plan, launch and deliver public campaigns around the four key behaviours described above: recycling, public transport, home energy efficiency and flight-free holidays.	We have successfully delivered campaigns around two of the four key behaviours - for recycling, with our 'Swishing' campaign, and public transport, with our 'Do It In Public' campaign. Our home energy efficiency campaign has been planned and will launch 30th Nov 2009 with the title 'turn up the style; turn down the heat!' whilst our flight-free holidays campaign is still in the planning stage and will launch in Spring 2010.
	2) Build its audience i.e. the number of people in its target market with whom it regularly communicates, via newsletters, its website, social networking sites (such as Facebook and Twitter).	Membership of Global Cool has increased substantially (10,000 new members this year) alongside an increase in Twitter, Facebook and MySpace sign-ups (59% this year).
<b>Low-Carbon Technologies</b>	1) Build and expand the programme in Zambia, reaching more communities and entrepreneurs.	Both macro and micro-schemes have met the targets that SolarAid ascribed with a number of new solar powered installations built and a group of entrepreneurs successfully trained. Expansion has increased with help of match funding from the Daey Ouwens Fund.
	2) Explore selling the carbon credits generated by the programme.	SolarAid has successfully gone through the Gold Standard process, an extremely robust system that ensures they provide high quality carbon credits.

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## TRUSTEES' REPORT

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<b>Strengthening GCF</b>	1) Re-build the website <a href="http://www.globalcool.org">www.globalcool.org</a> and launch a 'corporate' website <a href="http://www.globalcoolfoundation.org">www.globalcoolfoundation.org</a>	The 'corporate' website for GCF was successfully launched in April 2009 and we have successfully launched a re-designed website for Global Cool. We continue to improve its design and make it relevant to each campaign.
	2) Raise awareness of its work and diversify its revenue streams.	Our awareness throughout the media has increased this year with notable mentions in the Daily Telegraph, OK Magazine, New Media Age, Third Sector Magazine and Passion for the Planet. We are in the process of diversifying our revenue streams and to help us with this we have recently hired a Commercial and Sponsorship Director. At the time of writing, two additional funders have committed funds to GCF for the Financial Year 2009-10.
	3) Build an Advisory Committee to bring additional skills into the organization.	We have a strong Advisory Committee in place that provides us with valuable knowledge and additional skills (detailed above).
	4) Define a clear process and metrics for measuring success and effectiveness of its work.	We have undertaken successful research in January-July to measure the impact of our activities and campaigns which has provided us with useful information on our success and effectiveness to date. We are dedicated to continually improving this system and have secured funding for this work during 2009-2010.

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## TRUSTEES' REPORT

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## Objectives for the coming financial year (2009-2010)

These are as follows:

Activity	What we plan to deliver
<b>Behaviour change</b>	1) Plan, launch and deliver further public campaigns around the key behaviours described above. The focus is likely to be: home energy use (Winter 2009), flight-free holidays (Spring 2010) and public transport (Summer 2010).  2) Continue to build our audience i.e. the number of people in our target market with whom we regularly communicate via newsletters, it's website and social networking sites (such as Facebook and Twitter).  3) Continue to improve our process and metrics for measuring success and effectiveness of campaigns work.  4) Create new partnerships to amplify the impact of our campaigns. These will include partnerships to extend reach e.g. music festivals and ASOS.com; and to 'make it easy' for our audience to make low-carbon choices e.g. working with energy retailers and transport providers.
<b>Low-Carbon Technologies</b>	Build and expand the programme in Zambia, reaching more communities and entrepreneurs. Prepare for our exit from the programme in May 2011.
<b>Strengthening GCF</b>	1) Raise awareness of our work and diversify revenue streams. At the time of writing, we are in discussion with a wide range of potential funders – public, commercial and charitable.  2) Continue discussions related to eventual international activities.

## Special Thanks

GCF would like to formally thank a number of volunteers and organisations that have helped us greatly over this year: -

- Vodafone - for their generous donations from the profits of their U.K. Handset Recycling Programme.
- For our recycling campaign: -  
Molton House, Radio Taxis, Yo Sushi, Snow Leopard Vodka and Asahi Beer for their support of our event, Blink TV for their filming; and Celebrities Worldwide for allowing access to their database contacts.
- For our public transport campaign: -  
CBS Outdoor for their bus and the screens in the London Underground station platforms; Blink TV for their filming and space on screens at music festivals; T in the Park, V Festival, and Live Nation for pitches at their festivals and allowing back stage access.
- For the GCF core team: -  
Cultural Dynamics for research and analysis, UCL Energy Institute & Futerra for advice; White & Case for their legal advice; Blink TV and TBWA for office space; Nicky Wynne for fundraising consultancy; Ecometrica for measuring our greenhouse gas emissions; and all our volunteers.

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**TRUSTEES' REPORT****For the year ended 30 September 2009**

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**Statement of Trustees' responsibilities**

The Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company and charity law applicable to charities in England/Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period. In preparing those financial statements the Trustee have:

- selected suitable accounting policies and applied them consistently,
- Observe the methods and principles in the Charities SORP,
- made judgements and estimates that are reasonable and prudent,
- stated whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepared the financial statements on a going concern basis (unless it is inappropriate to presume that the Charity will continue in operation).

The Trustees have overall responsibility for ensuring that the Charity has an appropriate system of controls, financial and otherwise. They are also responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

**Statement of disclosure of information to auditors**

We, as the directors of the company who held office at the date of approval of these financial statements as set out on page 1, each confirm, so far as we are aware, that:

- there is no relevant audit information of which the Charity's auditors are unaware; and
- we have taken all the steps that we ought to have taken as directors in order to make ourselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

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**TRUSTEES' REPORT**

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**Preparation of the report**

This report has been prepared taking advantage of the small companies exemption of section 415A of the Companies Act 2006.

**Auditors**

The auditors, Gotham Erskine LLP, have indicated their willingness to accept re-appointment under Section 485 of the Companies Act 2006.

This report was approved and authorised for issue by the Trustees on 25 January 2010 and signed on its behalf by:

**TESSA TENNANT**

Chair

**INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF  
GLOBAL COOL FOUNDATION (REGISTERED COMPANY NO. 5850277)**

We have audited the financial statements of Global Cool Foundation for the year ended 30 September 2009 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein and the requirements of the Financial Reporting Standard for Smaller Entities (effective April 2008).

This report is made solely to the charitable company's members, as a body, in accordance with Sections 495 and 496 of the Companies Act 2006 and to the charity's trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of Trustees and auditors**

The responsibilities of the Trustees (who are the directors of Global Cool Foundation for the purposes of company law) for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of the Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice and the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006. We also report to you if, in our opinion, the information given in the Trustees' Annual Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosures of Trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

**Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the Trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

**Opinion**

In our opinion:

- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities;
- the financial statements have been properly prepared in accordance with the Companies Act 2006, the Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.;
- the financial statements give a true and fair view of the state of the Charity's affairs as at 30 September 2009, and of its incoming resources and application of resources, including its income and expenditure, in the year then ended; and
- the information given in the Trustees' Annual Report is consistent with the financial statements.

**James Gare** (Senior Statutory Auditor)  
For and on behalf of Gotham Erskine LLP  
Chartered Accountants and Statutory Auditors  
Friendly House  
52 - 58 Tabernacle Street  
London EC2A 4NJ

Date:

## GLOBAL COOL FOUNDATION (company limited by guarantee)

STATEMENT OF FINANCIAL ACTIVITIES  
(Incorporating income and expenditure account)

For the year ended 30 September 2009

	Notes	Unrestricted Funds 2009 £	Restricted Funds 2009 £	Total Funds 2009 £	Total Funds 2008 £
<b>INCOMING RESOURCES</b>					
Incoming resources from generated funds:					
Voluntary income	2	2,089	16,867	18,956	60,283
Activities for generating funds	3	169,541	678,162	847,703	1,144,331
Investment income		2,935	-	2,935	-
<b>TOTAL INCOMING RESOURCES</b>		<b>174,565</b>	<b>695,029</b>	<b>869,594</b>	<b>1,204,614</b>
<b>RESOURCES EXPENDED</b>					
Cost of generating funds		16,726	-	16,726	-
Charitable expenditure					
<i>Inspiring and enabling low-carbon behaviours in the public:</i>					
Campaign to promote recycling (Spring '09)		36,995	317,449	354,444	60,922
Campaign to promote public transport (Summer '09)		18,170	365,516	383,686	-
Campaign to reduce energy use in homes (Autumn '09)		5,226	16,298	21,524	-
Tonne of Cool campaign		-	-	-	22,237
Website		9,285	55,592	64,877	37,465
Project Genie		-	13,116	13,116	-
<i>Rolling out low-carbon technologies in less developed countries:</i>					
Solar power in Zambia		36,483	179,746	216,229	169,699
Governance costs		5,865	-	5,865	20,759
<b>TOTAL RESOURCES EXPENDED</b>	4	<b>128,750</b>	<b>947,717</b>	<b>1,076,467</b>	<b>311,082</b>
Net income/(expenditure)		45,815	(252,688)	(206,873)	893,532
TOTAL FUNDS AT 1 OCTOBER 2008		182,631	870,881	1,053,512	159,980
<b>TOTAL FUNDS AT 30 SEPTEMBER 2009</b>		<b>£ 228,446</b>	<b>£ 618,193</b>	<b>£ 846,639</b>	<b>£ 1,053,512</b>

**NOTE**

The results for the year derive from continuing activities and there are no gains or losses other than those shown above.

The annexed notes form part of these financial statements

## GLOBAL COOL FOUNDATION (Company limited by guarantee)

BALANCE SHEET  
As at 30 September 2009

	Notes	£	2009 £	£	2008 £
<b>FIXED ASSETS</b>					
Investment in subsidiary	9		100		100
<b>CURRENT ASSETS</b>					
Debtors	10	406,900		443,201	
Cash at bank		486,727		640,878	
			<u>893,627</u>	<u>1,084,079</u>	
<b>CREDITORS: amounts falling due within one year</b>					
	11	(47,088)		<u>(30,667)</u>	
<b>NET CURRENT ASSETS</b>			<b>846,539</b>		<b>1,053,412</b>
<b>NET ASSETS</b>			<b>£ 846,639</b>		<b>£ 1,053,512</b>
<b>FUNDS</b>					
Restricted funds	12		618,193		870,881
General fund (unrestricted)	12		228,446		182,631
<b>TOTAL FUNDS</b>			<b>£ 846,639</b>		<b>£ 1,053,512</b>

The financial statements have been prepared in accordance with section 415A of the Companies Act 2006 relating to small companies and the Financial Reporting Standard for Smaller Entities (effective April 2008). They were approved, and authorised for issue, by the Trustee on 25 January 2010 and signed on their behalf by:-

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TESSA TENNANT, Chair

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STEPHEN LLOYD, Vice Chair

The annexed notes form part of these financial statements

**GLOBAL COOL FOUNDATION**

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**NOTES TO THE FINANCIAL STATEMENTS**For the year ended 30 September 2009

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**1. ACCOUNTING POLICIES*****Basis of preparation of financial statements***

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2005, the Companies Act 2006, applicable accounting standards and the Financial Reporting Standard for Smaller Entities (effective January 2008).

The effect of events relating to the period ended 30 September 2009 which occurred before the date of approval of the financial statements by the Executive Committee has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 30 September 2009 and the results for the year ended on that date.

***Company status***

Global Cool Foundation is a company limited by guarantee. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

***Fund accounting***

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

***Incoming resources***

All incoming resources are included in the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. No incoming resources have been deferred in the current period.

***Resources expended***

All expenditure is accounted for gross and when incurred. Costs of generating funds are those incurred in seeking voluntary contributions. Governance costs are those incurred in connection with administration of the Charity and compliance with constitutional and statutory requirements. Irrecoverable VAT is treated as part of the expenditure it relates to.

***Investment in subsidiary***

The investment in the Charity's subsidiary (see Note 9) is included in the Charity's Balance Sheet at cost.

## GLOBAL COOL FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2009

2. VOLUNTARY INCOME	Unrestricted Funds £	Restricted Funds £	Total 2009 £	Total 2008 £	
Global Cool Productions Limited	-	-	-	50,000	
Donations obtained through "Tonne of Cool" campaign	-	-	-	5,459	
Other donations	2,089	16,867	18,956	4,824	
	<u>£ 2,089</u>	<u>£ 16,867</u>	<u>£ 18,956</u>	<u>£ 60,283</u>	
3. ACTIVITIES FOR GENERATING FUNDS	Unrestricted Funds £	Restricted Funds £	Total 2009 £	Total 2008 £	
Ticket levy	-	-	-	10,784	
Vodafone (see Note 12)	169,541	678,162	847,703	1,133,547	
	<u>£ 169,541</u>	<u>£ 678,162</u>	<u>£ 847,703</u>	<u>£ 1,144,331</u>	
4. RESOURCES EXPENDED	Staff Costs £	Direct costs £	Support costs £	Total 2009 £	Total 2008 £
Cost of generating funds	12,665	-	4,061	16,726	-
Charitable expenditure					
<i>Inspiring and enabling low-carbon behaviours in the public:</i>					
Campaign to promote recycling (Spring '09)	115,378	202,071	36,995	354,444	60,922
Campaign to promote public transport (Summer '09)	56,667	308,849	18,170	383,686	-
Campaign to reduce energy use in homes (Autumn '09)	16,298	-	5,226	21,524	-
Tonne of Cool Campaign	-	-	-	-	22,237
Website	28,959	26,633	9,285	64,877	37,465
Project Genie	-	13,116	-	13,116	-
<i>Rolling out low-carbon technologies in less developed countries:</i>					
Solar power in Zambia	27,625	179,746	8,858	216,229	169,699
Total charitable expenditure	257,592	730,415	82,595	1,070,602	290,323
Support costs	34,714	47,881	(82,595)	-	-
Governance	-	5,865	-	5,865	20,759
	<u>£ 292,306</u>	<u>£ 784,161</u>	<u>£ Nil</u>	<u>£ 1,076,467</u>	<u>311,082</u>

Direct costs for the Zambia project represent a grant payable to SolarAid to cover project costs in Zambia. Staff costs for Zambia represent the cost of managing that grant. Details of Support costs are given in Note 6.

## GLOBAL COOL FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2009

5. STAFF COSTS	2009	2008
	£	£
Gross salaries and wages	100,584	-
Employer's National Insurance	10,957	-
Contractors' fees	180,765	28,534
	<u>£ 292,306</u>	<u>£ 28,534</u>

The Full Time Equivalent number of staff serving in the year, excluding sub-contractors, was 2 (2008 - Nil).

## 6. SUPPORT COSTS - DIRECT COSTS

	2009	2008
	£	£
Entertainment	-	804
Telephone	1,160	819
Travel and subsistence	359	3,646
Storage	1,598	-
Events and conference fees	288	-
Legal fees	10,121	13,041
Other professional fees	5,895	-
Insurance	1,833	-
Office space	2,616	-
Postage	11	-
Printing	203	-
Stationery	758	-
Companies House	373	-
Other office costs	40	-
Staff entertainment	34	-
IT support costs	1,428	1,250
Accountancy and bookkeeping	20,003	10,031
Volunteers' expenses and staff training	690	-
Sundry expenses	471	645
	<u>£ 47,881</u>	<u>£ 30,236</u>

Support costs have been allocated to projects on the basis of total staff costs.

## 7. GOVERNANCE - DIRECT COSTS

	2009	2008
	£	£
Audit fees	5,865	6,000
Other fees payable to auditors - advice	-	400
	<u>£ 5,865</u>	<u>£ 6,400</u>

## 8. TRUSTEE

No Trustees received any remuneration or were reimbursed expenses.

## GLOBAL COOL FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2009

## 9. GCF RIGHTS LIMITED

The Charity has a dormant subsidiary trading company - GCF Rights Limited - which was incorporated on 22 June 2006. This company, whose 100 shares of £1 each (which have not yet been subscribed in cash) all belong to the Charity, has not had any activities since its incorporation in 2006 and its only asset (apart from the £100 receivable for share capital) is intellectual property rights vested in it over the Global Cool name and related matters.

## 10. DEBTORS

	2009	2008
	£	£
Vodafone (see Note 12)	290,163	420,862
Gift aid debtor	3,667	-
Accrued income	113,070	-
VAT recoverable - see below	-	22,339
	<u>£ 406,900</u>	<u>£ 443,201</u>

The Charity is in negotiations with HM Revenue & Customs on the level of VAT it can reclaim on its expenditure. As at 30 September 2008 the Charity showed a VAT debtor of £22,339, based on the advice that it was correct to reclaim all of its VAT inputs. Although the negotiations are not yet complete, the Charity now considers it prudent to write off the VAT debtor. As a result £22,339 has been charged back to the expenditure headings the VAT inputs originally related to. A further £83,615 of input VAT has been incurred during the year and has also been charged against the expenditure headings the VAT inputs originally related to.

## 11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2009	2008
	£	£
Trade creditors	26,783	24,567
Amounts owed to group undertakings (see Note 9)	100	100
Social security and other taxes	5,670	-
Salary creditors	8,670	-
Accruals	5,865	6,000
	<u>£ 47,088</u>	<u>£ 30,667</u>

## 12. STATEMENT OF FUNDS

	Brought Forward	Incoming Resources	Resources Expended	Carried Forward
	£	£	£	£
Restricted funds:				
Project Genie	-	16,867	(13,116)	3,751
Vodafone - SolarAid Zambia	437,091	-	(179,746)	257,345
Vodafone - UK-based Campaigns Projects	<u>433,790</u>	<u>678,162</u>	<u>(754,855)</u>	<u>357,097</u>
Total restricted funds	870,881	695,029	(947,717)	618,193
General fund	182,631	174,565	(128,750)	228,446
	<u>£ 1,053,512</u>	<u>£ 869,594</u>	<u>£ (1,076,467)</u>	<u>£ 846,639</u>

**GLOBAL COOL FOUNDATION**

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**NOTES TO THE FINANCIAL STATEMENTS****For the year ended 30 September 2009**

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An individual provided a gift aided donation in the year of £13,000 towards Project Genie. This was granted to a Community Interest Company, also called Project Genie.

Vodafone pays to the Charity the proceeds of its mobile phone recycling scheme. The use of these funds is agreed with Vodafone. At the year end, the Charity held £257,345 for the Zambia project. From the start of the current period, no funds were allocated for Zambia as per the agreement with Vodafone. 20% was allocated to the Charity's overhead costs and has been treated as unrestricted income. The remainder has been earmarked, in accordance with the agreement, to fund campaigns that inspire and enable low carbon behaviours in the public. There is no further restriction on how much is allocated to the various campaigns. A breakdown of expenditure by campaign is contained in Note 4 above.

All unspent restricted funds at the period-end were represented by net current assets.

**13. COMMITMENTS**

At the year end, the Charity had committed to spend £256,000 on campaigns in the following year.