

Summary Information Return 2008 (Online)



Summary Information Return 2008 Of Aims, Activities and Achievements

This return is intended to comprise a Summary of key information contained in the Trustees' Annual Report and Accounts and in other documents.

GLOBAL COOL FOUNDATION

Charity Number: 1116673

Submitted on 17 July 2009

This online version of the form shows the information you have entered through Annual Return 2008 Online and has been designed to make it easier for Charities to print.

**The Summary Information Return was submitted online by MS
CAROLINE FIENNES on 17 July 2009**

Question 1 - The Charity's Aims

What are your charity's aims?

Global Cool Foundation is a charity focused on climate change. We exist to reduce emissions of greenhouse gases. We pursue this through two types of activity:

- Promoting low-carbon behaviours amongst the public, and
- Rolling-out low carbon technologies in developing countries.

All of our work is based on research, and we measure the impact of it all.

Further details can be obtained from:

www.globalcoolfoundation.org

Question 2 - Who benefits?

Who benefits from the charities work?

Since Global Cool Foundation's work is to slow emissions of greenhouse gases, our work has global impact.

Directly, we work with:

- The public in the UK, to whom we promote low-carbon behaviours, such as recycling, using public transport
- Communities in Zambia, where we are rolling out solar power as an alternative to high-carbon fuels such as kerosene.

How do you respond to their needs and how do they influence the charity's developments?

Given the three 'stakeholders' we have identified above, we measure need and impact as follows:

1. The climate: We have a strong set of advisors with expertise in climate science, public engagement and behaviour change.
2. UK public: We monitor the activities of other organisations in the UK to promote low-carbon behaviours. We also measure the impact of our work and use this to direct our work, and actively solicit input from our audience, eg, via our website.
3. Zambia: Our project is based on independent research into need, available here:
http://www.globalcoolfoundation.org/solar_power_africa.html

Further details can be obtained from:

www.globalcoolfoundation.org

Question 3 - The Charity's Strategy

What are the key elements of your charity's medium to long term strategy?

In our work to change public behaviour, GCF deliberately focuses on:

-Segments of the public who are least engaged in environmental issues. So we deliberately seek an 'unserved need'. We are advised in our choice of consumer segments by leading market researchers.

-Behaviours which can save the most carbon. We therefore focus on the four largest sources of carbon which an individual can influence:

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

During 2007-8, and also 2008-9, Global Cool will work solely in the UK. However, it is our full intention to operate internationally eventually. Global Cool Foundation has worked previously in the US, India and Japan.

GCF funds a major programme to roll-out solar power to communities in Zambia. This started in May 2008 and will run for three years.

How does your charity measure the success of the strategy?

We measure our impact in various ways:

- Surveys of the UK public before & after each of our campaigns, which show relevant changes in behaviour (eg, before and after campaigns to promote journeys by train & bus, we measure the proportion of journeys that people have taken by train & bus) and which measure changes in relevant attitudes (eg, making it more likely that people will take trains & buses).
- Use of third party data on behaviour changes, eg, research from government departments
- Measuring the reach of our campaigns, eg, the number of people in our audience who have seen our activity
- Growth in engagement with Global Cool, eg, on-line traffic, people joining us

Further details can be obtained from:

www.globalcoolfoundation.org

Question 4 - The Charity's Objectives and Achievements

What were your charity's main annual objectives and were they achieved?

Objective	Achievement
The main objective during 2007-8 was to conduct a Strategic Review, and create a strong plan for moving forwards.	Review successfully conducted. As a result, GCF has: - merged with another charity, the Climate Foundation, strengthening the Board - hired a consultant Executive Director - created a strong plan
To set up the Zambia programme	We created a grant agreement and good relationship with Solar Aid, which delivers the work in Zambia. We conducted baseline research, and created a strong programme from it.

Question 5 - The Charity's Income and Expenditure

What were your charity's sources of income in the year?

Income Source	% of incoming resources	£ 000s
Voluntary Income	5	60
Activities for generating funds	95	1,144
Investment income	0	0
Incoming resources from charitable activities	0	0
Other Incoming Resources	0	0
Total	100	1,205

What were your charity's most significant activities during the year and how much did you spend on them?

Charitable Activities	£ 000s
Million Superheroes: a public-engagement campaign	61
Tonne of Cool: an off-setting campaign	22
Zambia: rolling-out solar energy	170
Other	37
Total expenditure on Charitable Activities	290
Total Expenditure	311

Explanatory Comments
The Zambia programme is a three-year programme. The Million Superheroes campaign has, as a result of the Strategic Review, evolved into a more detailed public-engagement campaign, targeting the four major areas of carbon emissions and market segment described above. It will launch in January 2009 with activity at London Fashion Week. Global Cool Foundation no longer runs the Tonne of Cool campaign, but has fulfilled all the obligations to donors and the public under it.

What were your charity's three main fundraising activities in the year and how much did each generate and cost?

Fundraising Activity	Income generated	Cost of Activity £ 000s
Relationship with Vodafone	1,134	0
Relationship with Global Cool Productions Limited	50	0
Ticket levy with entertainment providers	11	0
Other	9	0
Total voluntary income and activities for generating funds	1,204	
Total cost of generating voluntary income and fundraising		0

Explanatory Comments
Our activities to raise funds do not map across to our charitable activities, so this data would be meaningless and misleading. For example, the funds from Vodafone are split between the programme in Zambia (which is a three year programme, only the first year of which appears in these accounts for 2007-08), the Million Superheroes campaign (of which some planning and pre-spend occurred during the year 2007-08 but much more will follow next year) and GCF's operating costs.

Further details can be obtained from:

www.globalcoolfoundation.org and our Annual Report and Accounts (available on that website and www.charity-commission.gov.uk)

Question 6 - The Charity's Financial Health

How would you describe your charity's financial health at the end of the period?

The Board is confident that the Charity now has a very strong base from which to grow. It has a strengthened Board as a result of the merger with the Climate Foundation, a clear plan and strong Executive Director to lead it, and relevant financial resources.

Objectives for next financial year are to:

1. Promote low-carbon behaviours

- Plan, launch and deliver public campaigns around the four key behaviours described above: recycling, public transport, home energy efficiency and flight-free holidays

- Build our audience, ie, the number of people in our target market with whom we regularly communicate, via newsletters, our website, social networking sites (such as Facebook, Twitter)

2. Roll-out low-carbon technologies

- Build and expand the programme in Zambia, reaching more communities and entrepreneurs.

3. Strengthen the organisation

-Re-build the website (www.globalcool.org) and launch a 'corporate' website www.globalcoolfoundation.org

-Expand our set of advisors

Further details can be obtained from:

www.globalcoolfoundation.org

Question 7 - The Next Year

How will the overall performance last year affect your charity's medium to long term performance?

The Strategic Review and merger last year were extremely helpful in defining our objectives and strategy for the medium to long term, and building the capabilities of organisation to deliver them.

The resulting strategy is as described above - changing public behaviour, focusing on segments who are not currently engaged, and promoting low-carbon alternatives around the four major sources of emissions which individuals control (flights, driving, energy use in homes, and carbon embedded in purchased good).

The key objectives are described below.

What are your charity's main objectives for next year?

Changing public behaviours, to save carbon:
-Plan, launch and deliver public campaigns around the four key behaviours described above
-Build our audience, ie, the number of people in our target market with whom we regularly communicate.

Roll out low-carbon technologies:
-Build and expand the programme in Zambia, reaching more communities and entrepreneurs.
-Explore selling the carbon credits generated by the programme.

Strengthening the organisation:
- Re-build www.globalcool.org and launch a 'corporate' website www.globalcoolfoundation.org
-Raise awareness of our work and diversify revenue streams
-Build an advisory committee to bring additional skills

Further details can be obtained from:

www.globalcoolfoundation.org

Question 8 - The Charity's Governance

How does the charity ensure that its governance arrangements are appropriate and effective?

GCF reviews its governance through:
- The annual advice of our auditors
- Learning from good practice of other organisations and commentators
- Having various recognised governance experts on our Board and panel of advisors.

We strengthened the Board and governance considerably during 2007-08 through the merger with the Climate Foundation.

During the next financial year (2008-09) we intend to strengthen it further, by, for example:

- introducing terms of office
- nominating a Treasurer
- defining a reserves policy.

Further details can be obtained from:

www.globalcoolfoundation.org

DECLARATION

Your Summary Information Return was submitted online by MS CAROLINE FIENNES on 17 July 2009, telephone number 07803 954512.

MS CAROLINE FIENNES certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.

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