

GLOBAL COOL FOUNDATION
(Company limited by guarantee no. 05850277
registered charity no. 1116673)

REPORT AND FINANCIAL STATEMENTS

Year ended 30 September 2010

GLOBAL COOL FOUNDATION

(Company limited by guarantee no. 05850277, registered charity no. 1116673)

REPORT AND FINANCIAL STATEMENTS

For the year ended 30 September 2010

CONTENTS

	Page
Reference and administrative information	1
Trustees' report	2
Auditors' report	14
Statement of financial activities	16
Balance sheet	17
Notes to the financial statements	18

GLOBAL COOL FOUNDATION

REFERENCE AND ADMINISTRATIVE DETAILSFor the year ended 30 September 2010

Trustees	Tessa Tennant, Chair Dr Tariq Ali James Cameron (retired 12 April 2010) Stephen Lloyd Gareth Hughes Bill Lord (appointed 25 November 2009) Melba Foggo (appointed 29 April 2010) Alex Macgillivray Richard Lord QC
Executive Director	Caroline Fiennes
Company reg. no.	05850277
Charity reg. no. (England and Wales)	1116673
Charity reg. no. (Scotland)	SC040772
Registered office	Bates Wells and Braithwaite London LLP 2-6 Cannon Street London EC4M 6YH
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

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

The Trustees, who are also directors of the Global Cool Foundation (also referred to as "GCF" or "the Charity") for the purposes of the company law, submit their annual report and the financial statements of the GCF for the year ended 30 September 2010. 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)'.

Objectives

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's main work to achieve the objectives is:

- ***Inspiring and enabling low-carbon behaviours in the public.*** This constitutes the overwhelming majority of our activities, and the campaign is called "Global Cool".

We have also raised funds to meet the objectives through:

- ***The education of children in primary schools in the UK about climate change.*** We have raised funds for Project Genie (described below), and
- ***Rolling out low-carbon technologies in less developed countries.*** We do this through grant-funding 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 and so Global Cool's activities are universal. The benefits of our campaigns are unrestricted and global: through the protection of the Earth's climate system by reducing people's carbon footprints.

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 those that do so are both economic and environmental: many low-carbon behaviours, such as improving energy efficiency at home, save the individuals money; and all our initiatives help to save carbon.

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.

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

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.

Structure, governance and management

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

There are currently no restrictions on the terms of office of the Trustees, though the Trustees intend to introduce these. 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 GCF, invited to meet the Board and if the Board approves, appointed at the next Board meeting.

We would like to record our sincere thanks to James Cameron who stepped down from the board. James made a great contribution to GCF and remains a close, if busy ally. We would also like to welcome Melba Foggo as our new treasurer and Bill Lord who strengthens the Board's expertise in media and communications.

GCF continues to employ Caroline Fiennes as Executive Director on a permanent basis. The Board is delighted that Caroline has been made a London Leader by the Mayor of London, and given a Shackleton Foundation Leadership Award.

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 Executive Team has been much strengthened by the appointments of a Creative Director and Commercial Director. In addition various other staff have been hired to support the work of the Executive Director, the Commercial Director and the Campaign Director.

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 GCF. 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: -

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT For the year ended 30 September 2010

1. Our Advisory Committee. This comprises the following members (in no particular order) :

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 centre 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 former head of IPPR's Climate Change team. Now Head of Strategy at the Carbon Trust, 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.
Bryony Boyle	Bryony is a sustainable development professional with experience working in the private, public and third sector. She is currently a project manager at the Thames Gateway Institute for Sustainability
Amy Sample-Ward	Amy is an expert on how non-profit organizations can use social media technologies. She is the Global Builder for NetSquared and in 2009 was commissioned by Nesta to co-author 'Social by Social', a handbook in using social technologies for social impact.

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

Michelle Shipworth	Michelle studies the human dimension of energy use: behaviours, social influences and the interaction of these with technologies and buildings. She is currently a researcher on the EPSRC/E.ON Carbon, Control and Comfort Consortium, which includes the extensive monitoring of the energy performance of buildings.
Maxine Hamilton-Stubber	Maxine is one of London's leading osteopaths. She is passionate about integrated health and well-being.

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, editorial and graphic design.

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.

Approach

GCF aims to reduce carbon emissions through encouraging and enabling individuals to live low carbon lives. We do this by working with partner organisations, brands and experts to run campaigns.

Activities

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

GCF has continued to develop and run public campaigning activity, which uses the name Global Cool. During 2009/10 we ran three successful campaigns, and at the end of the financial year, have one more in detailed planning ready to launch at the end of October 2010. GCF is also in discussions with several organisations and brands about future partnerships, activities and campaigns which will help us to deliver significant scale in the future.

"Global Cool does a great job" – Leader of the Opposition, Ed Miliband MP

"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

"This is a fantastic organisation working to help people find ways to save energy and be greener without sacrificing the things they enjoy" – Boris Johnson, Mayor of London

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

TRUSTEES' REPORT

For the year ended 30 September 2010

unengaged by issues concerning the climate, the environment and charity/social justice more broadly. They constitute about 30% of the UK public, and have strong influence over a broader group of around 60%.

"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

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
- **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

2) Campaigns: delivered and in planning

Home energy use: 18 degrees of Inspiration (delivered November 2009 – February 2010)

The '18 degrees' campaign encouraged our audience to dress in warm, stylish knitwear and reduce their energy consumption by turning their thermostats down to 18 degrees. This tapped into our audience's interest in fashion, saving money and improving health.

Campaign elements:

- Created a series of short, funny and compelling videos of celebrity stylists and models to encourage and inspire the audience that featured celebrity supporters including supermodels Stella Tennant and Laura Bailey, singer VV Brown, Jo and Leah Wood and actor Adam Croasdell
- The videos were distributed across the internet e.g. Hello, OK! and FabSugar
- A Facebook competition for the best winter looks – the winner was treated to a new winter wardrobe courtesy of our partners ASOS, the online fashion retailer
- Advice and guidance for our audience to help them understand their heating controls and use them more efficiently

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

Flight-free holidays: Join the 100mph club, take a Traincation (delivered March – May 2010)

The Traincation campaign encouraged and enabled the audience to consider a flight-free holiday when planning to get away. Global Cool took celebrities to various exciting locations around Europe on their own flight-free holiday and created travel shows about their experiences to demonstrate that Traincations are a fun and easy alternative to flying.

Campaign elements:

- Created a series of short films featuring celebrities taking Traincations in Europe including presenters Rick Edwards and George Lamb, Radio 1 DJ Scott Mills and singer Mr Hudson
- Travel shows were distributed through our travel partners, social media and PR activity
- Ran stories, blogs, competitions and discussions on the Global Cool website and social media sites
- We worked with our travel partners Eurostar, Rail Europe and Mr and Mrs Smith to provide easy to use information about flight-free holiday options, accommodation and attractions in cool locations across Europe

Alternatives to driving: Do it in Public (delivered July – September 2010)

The second 'Do it in Public' campaign built on the success of its predecessor which we ran during summer 2009. It promoted using public transport rather than cars. It highlighted the fun and social possibilities of trains and buses as well as the 'me time' travel by public transport affords for people to read, relax and think.

Campaign elements:

- An online book group 'Books in Public' on Twitter promoted the joys of reading books on long bus and train journeys
- To launch 'Books in Public', we partnered with Hodder and Stoughton to distribute samplers of the bestselling David Nicholls' book 'One Day' and free copies of six different books at train stations around the UK over the course of six weeks
- Offered readers who took part in the book club and recommended books for a long journey a 5% discount in association with the Book Depository
- Ran a series of 'The Art of Conversation' lectures on a Routemaster Bus that travelled around London and gave tips and advice on how to strike up conversations with strangers on a bus or train
- Travelled to some of the UK's biggest music festivals to interview bands and artists about their experiences on public transport. The videos were distributed across the internet.

Future campaigns

At the end of the financial year 2009/10, Global Cool is about to launch the second home energy use campaign, 'Turn up the Style, Turn down the Heat' in partnership with Britain's Next Top Model Live at the Excel Centre in London in late October. The campaign will inspire people to get stylish at home and use less energy. Fronted by TV fashionista Gemma Cairney, it will show people how to refashion their much loved jumpers into this season's latest trends as a way of encouraging them to turn their thermostat down. The campaign will be nationwide with fashion events taking place in cities across the UK. Globalcool.org will host a series of videos offering step-by-step guides on how you can recreate these looks at home.

As the official charity partner of Britain's Next Top Model Live, Global Cool will host the 'Global Cool Lounge' at the event, where visitors will have the opportunity to get expert advice from a team of stylists on how to refashion jumpers.

TRUSTEES' REPORT For the year ended 30 September 2010

Performance and Impact

Global Cool carries out rigorous research into the performance and impact of our campaigns so that we can improve our work. We were delighted that DEFRA funded this work.

Impact assessment research began in January 2009 and has now yielded results for a complete cycle of four campaigns covering each of the behaviours we target. We published the first cycle of impact assessment in July 2009. Over the four campaigns we have consistently improved our sophistication and rigour and will continue to do so over the next financial year.

Our impact assessment measures the campaigns' reach and success in changing attitudes and behaviours. We measure quantitative data such as numerical analysis of web traffic, press coverage and before and after campaign surveys as well as qualitative data. Focus groups help us to understand what participants like, dislike and remember of the communications and activities and aids planning new campaigns. Testing attitudes towards target behaviours, take up of behaviours, recall of campaign elements and the relative effectiveness of recruitment grounds such as fashion or music help us to judge our success.

Headline Results

- Our campaigns continue to be inspiring and effective: 75% of people aware of Global Cool say that Global Cool has inspired a specific behaviour change in them.
- Awareness of Global Cool doubled between January 2009 and May 2010 from 9% to 18%. We hope to grow this further through future campaigns.

Campaign	Example change in behaviour	Example change in attitude
Home Energy Use	Number of people who turn their heating down to save carbon rose from 16% to 28%	Willingness to wear fashionable winter knitwear at home rose from 55% to 81%
Flight-free Holidays	Number of people planning to travel to their next short break destination by train rose from 17% to 24%	Perception of train travel as 'fun' rose from 20% to 36%

- The impact of the home energy use and flight-free holidays campaigns was extremely positive, significantly changing both attitudes and behaviour. At the time of writing, evaluation of 'Do it in Public' (2010) has yet to be completed.
- PR and online continue to be powerful methods of increasing reach and engagement. During the last financial year:
 - Global Cool has substantially redesigned its website as an online magazine
 - Global Cool has increased its output on key social media platforms such as Facebook and Twitter. There has been a substantial increase in members
 - Campaign videos continue to be well-received on YouTube and the media sites to which they are distributed

TRUSTEES' REPORT For the year ended 30 September 2010

Geography

During 2009-10, Global Cool worked solely in the UK. However, it is the full intention of the Board that we 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. GCF retains its capability to operate internationally, having worked previously in the United States, India and Japan.

3) *Project Genie*

Project Genie is a climate change programme that educates, engages and empowers children to achieve rapid, measurable and sustained reductions in carbon emissions. It is a separate organisation, and is not run by GCF but we have provided considerable support. We raised and manage a grant to Project Genie, the obligations of which are now fully discharged.

In October 2009 GCF raised approximately £6000 from The Funding Network (TFN) to roll out Project Genie to every school in the London borough of Sutton. The pilot with the Sutton Local Education Authority enables the team to test and develop how to deliver Project Genie and prepare for a national scale up.

During the year, Project Genie received funding from Microsoft, which enabled it to build its own website and create a stunning animation of *The Genie in the Bottle* (the book at Project Genie's core) with a voiceover by Tom Baker. The team also launched an awareness campaign about Project Genie at the BETT show on technology and education in January 2010.

Project Genie has been used in over 140 schools reaching 34,000 children directly. Reductions in energy use were often above 40% and sometimes as high as 72% for only a small cash outlay.

Project Genie aims to become a self-sustaining organisation over the next year.

4) *Rolling out solar power in Zambia*

GCF manages a grant to SolarAid (a UK-registered charity, number 1115960) to roll-out solar power to rural communities in Zambia. SolarAid is a separate organisation and GCF has no part in running the Zambia programmes. The grant is from funds, which GCF has received from Vodafone UK, and comes to an end in May 2011.

The solar power programme has two parts. At the macro level, SolarAid installs solar systems on community buildings, concentrating on schools. At the micro level, the organisation trains local entrepreneurs to market and sell solar products by providing them with technical training and support in business, finance and sales skills. The products available provide a clean and safe light source and can charge cellular phones.

To date the Zambia team has installed 46 macrosolar systems (40 schools, 3 community centres, 2 skills centres and 1 clinic). The team has recently approved applications from five primary schools in the Sesheke district, two in the Sioma area and two in the Lundazi district on the border with Malawi, which is a new focal point for programme activity. The team aims to complete a further 70 site evaluations by the end of 2010 and complete installations by the end of May 2011.

Microsolar sales have been increasing over recent months; from the start of this fiscal year to date the team have distributed over 500 products with projections that the rainy season and Christmas will see a further increase in sales. Alongside working with individual entrepreneurs, the team currently has one operational SunnyMoney kiosk in the Sesheke area. Another kiosk in Lusaka is soon to open and the team is looking to expand with further sites.

TRUSTEES' REPORT
For the year ended 30 September 2010

As of January 2011 the SunnyMoney kiosks and individual entrepreneurs will sell a new improved microsolar product range from Barefoot Power.

The SolarAid team has gone through a number of changes. Local staff have been recruited, and two interns have been in Zambia since August to increase the capacity of the micro and macrosolar programme. The team has recently purchased an additional vehicle for use with forthcoming installations, which are carried out by installation teams trained and recruited through the SolarAid programme.

Report on objectives given for the last financial year (2009-10)

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

Activity	What we said we would deliver	What we actually delivered
Behaviour change	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).	✓ We have successfully delivered campaigns focused on home energy use (Winter 2009/10), flight-free holidays (Spring 2010) and public transport (Summer 2010). The next home energy use campaign is scheduled to launch in October 2010.
	2. Continue to build our audience, i.e. the number of people in its target market with whom we regularly communicate via newsletters, the website and social networking sites (such as Facebook, Twitter).	✓ Our audiences on social media continue to increase. At the end of the financial year Global Cool has 4,780 friends on Facebook, 1,765 twitter followers and 10,303 people receive the newsletter.
	3. Continue to deepen the process and metrics for measuring the success and effectiveness of the campaigns.	✓ We substantially improved the rigour and sophistication of our impact research throughout the financial year and published our impact assessment report during summer 2010.
	4. Create new partnerships to amplify the impact of 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.	✓ We formed important partnerships around music, fashion and transport. This includes partnerships with Fairshare Music, ASOS, Big Wardrobe and Eurostar. However, we did not make as much progress on developing commercial partnerships as hoped and a Commercial Director is now in the team to lead on this.
Low-Carbon Technologies	Build and expand the programme in Zambia, reaching more communities and entrepreneurs. Prepare for our exit from the programme in May 2011.	✓ The SolarAid programme continued to be rolled out on the ground in Zambia at both the macro and micro levels.

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

Strengthening GCF	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.	<ul style="list-style-type: none"> ✓ We have continued to raise awareness of our work and campaigns have received significant media coverage, e.g. in The Sun, The Independent, Hello, OK!, and the Metro. The work of Global Cool has also received interest from several universities e.g. Sussex, Oxford, UCL and Arizona and the Executive Director has taught at Cambridge. ✓ We have diversified revenue streams to include charitable funders and the government but much remains to be done and commercial funding has been limited.
	2. Continue discussions related to eventual international activities.	<ul style="list-style-type: none"> ✓ Several discussions are underway and will be taken forward when the funding model is clearer.

Objectives for the coming financial year (2010 - 2011)

These are as follows:

Activity	What we plan to deliver
Behaviour change	1. Plan, launch and deliver further campaigns around low carbon behaviours, the next campaign being home energy use over this coming winter, 2010
	2. To increase our reach and amplify our messages: <ul style="list-style-type: none"> a. Explore partnering with media owners b. Create consumer facing communications with a commercial partner c. Explore partnering with event organisers
Low-Carbon Technologies	1. Exit from the SolarAid programme by May 2011.
Strengthening GCF	1. Experiment with a business-to-business strategy alongside our consumer facing comms and campaigns, e.g. influencing media/brands about what they do.
	2. Define and improve our offer for commercial partners and sponsors in order to increase commercial funding streams.
	3. Strengthen our sales reporting and financial management system.
	4. Strengthen the Global Cool board of trustees and augment the set of advisors on which we draw.

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT For the year ended 30 September 2010

Financial Review

The principal funding sources were:-

- Vodafone Phone Recycling sales income through Regeneris;
- Grant funding from the Department for Environment, Food and Rural Affairs to assess for an impact assessment project;
- Grant funding from City Bridge in support of the Transport campaign;
- Grant funding from the Body Shop Foundation and the Ashden Trust in support of our core activities; and
- Income for Project Genie, from the London Borough of Sutton and The Funding Network.

The Charity does not presently hold any investments, except 100 shares of £1 each in its dormant subsidiary, GCF Rights Limited. During 2009/10, the Charity's income contracted owing to a shrinking market in recycled mobiles. The reduction is mainly due the recession which has reduced individual disposable income, increased competition, and increased possibilities of selling individual used phones. The Trustees are focussing on establishing alternative funding to compensate for the lost income.

Stated reserves policy

The Trustees believe that, in view of the difficulty of raising funds for climate change work in general and in the current economic circumstances, the minimum level of reserves should be equivalent to six months operating costs for the core services and staffing costs: currently £358,000. Trustees believe that the reserves should be built up to this desired level in stages consistent with the Charity's overall financial position and its need to maintain and develop its charitable activities.

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 Trustees have:

- selected suitable accounting policies and applied them consistently,
- made judgments and estimates that are reasonable and prudent,
- observed the methods and principles of the SORP,
- 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)

GLOBAL COOL FOUNDATION

TRUSTEES' REPORT

For the year ended 30 September 2010

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 are sufficient to show and explain the Charity's transactions and 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 Charity'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

The Directors have confirmed that, so far as they are aware, there is no relevant audit information of which the Charity's auditors are unaware, and that they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

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 19 January 2011 and signed on its behalf by:

Tessa Tennant

Chair of Trustees

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF GLOBAL COOL FOUNDATION (REGISTERED COMPANY NO. 05850277)

We have audited the financial statements of Global Cool Foundation for the year ended 30 September 2010 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 Chapter 3 of Part 16 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 disclosure 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.

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF GLOBAL COOL FOUNDATION (CONTINUED)

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 2010, 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:

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating income and expenditure account)

For the year ended 30 September 2010

	Notes	Unrestricted Funds 2010 £	Restricted Funds 2010 £	Total Funds 2010 £	Total Funds 2009 £
INCOMING RESOURCES					
Incoming resources from generated funds:					
Voluntary income	2	20,547	84,826	105,373	18,956
Activities for generating funds	3	82,769	343,027	425,796	847,703
Investment income		441	-	441	2,935
TOTAL INCOMING RESOURCES		103,757	427,853	531,610	869,594
RESOURCES EXPENDED					
Cost of generating funds		84,258	-	84,258	16,726
Charitable expenditure					
<i>Inspiring and enabling low-carbon behaviours in the public:</i>					
Holidays campaign		16,174	111,103	127,277	-
Homes campaign		13,689	118,996	132,685	21,524
Impact assessment		-	32,831	32,831	-
Project Genie		-	15,394	15,394	13,116
Campaign to promote recycling (Spring '09)		-	-	-	354,444
Campaign to promote public transport (Summer '09)		17,918	96,443	114,361	383,686
Website		19,315	75,642	94,957	64,877
<i>Rolling out low-carbon technologies in less developed countries:</i>					
Solar power in Zambia		5,466	103,749	109,215	216,229
Governance costs		5,410	-	5,410	5,865
TOTAL RESOURCES EXPENDED	4	162,230	554,158	716,388	1,076,467
Net income/(expenditure)		(58,473)	(126,305)	(184,778)	(206,873)
TOTAL FUNDS AT 1 OCTOBER 2009		228,446	618,193	846,639	1,053,512
TOTAL FUNDS AT 30 SEPTEMBER 2010		£ 169,973	£ 491,888	£ 661,861	£ 846,639

The annexed notes form part of these financial statements

BALANCE SHEET
As at 30 September 2010

	Notes	£	2010 £	£	2009 £
FIXED ASSETS					
Tangible assets			2,602		-
Investment in subsidiary	10		100		100
			<u>2,702</u>		<u>100</u>
CURRENT ASSETS					
Debtors	11	48,660		406,900	
Cash at bank		651,330		486,727	
			<u>699,990</u>	<u>893,627</u>	
CREDITORS: amounts falling due within one year	12	(40,831)		<u>(47,088)</u>	
NET CURRENT ASSETS			<u>659,159</u>		<u>846,539</u>
NET ASSETS			<u>£ 661,861</u>		<u>£ 846,639</u>
FUNDS					
Restricted funds	13		491,888		618,193
General fund (unrestricted)	13		169,973		228,446
TOTAL FUNDS			<u>£ 661,861</u>		<u>£ 846,639</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). They were approved, and authorised for issue, by the directors on 19 January 2011 and signed on their behalf by:-

TESSA TENNANT, Chair

STEPHEN LLOYD, Vice Chair

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

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 April 2008).

The effect of events relating to the period ended 30 September 2010 which occurred before the date of approval of the financial statements by the trustees 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 2010 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 (including grants receivable)

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.

Deferred income

Deferred income includes amounts received in the current period, but relating to future periods has been deferred and included in current liabilities.

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 10) is included in the Charity's Balance Sheet at cost.

Tangible fixed assets and depreciation

All assets costing more than £200 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases: Furniture/fittings - 10 years, office equipment - 4 years.

GLOBAL COOL FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

2. VOLUNTARY INCOME	Unrestricted Funds £	Restricted Funds £	Total 2010 £	Total 2009 £	
DEFRA impact assessment grant	-	34,826	34,826	-	
City Bridge Trust	-	50,000	50,000	-	
Body Shop	15,000	-	15,000	-	
Ashden Trust	5,000	-	5,000	-	
Other donations	547	-	547	18,956	
	<u>£ 20,547</u>	<u>£ 84,826</u>	<u>£ 105,373</u>	<u>£ 18,956</u>	
3. ACTIVITIES FOR GENERATING FUNDS	Unrestricted Funds £	Restricted Funds £	Total 2010 £	Total 2009 £	
Project Genie sales	-	11,953	11,953	-	
Vodafone (see Note 13)	82,769	331,074	413,843	847,703	
	<u>£ 82,769</u>	<u>£ 343,027</u>	<u>£ 425,796</u>	<u>£ 847,703</u>	
4. RESOURCES EXPENDED	Staff costs £	Direct costs £	Support costs £	Total 2010 £	Total 2009 £
Cost of generating funds	58,328	5,983	19,947	84,258	16,726
Charitable expenditure					
<i>Inspiring and enabling low-carbon behaviours in the public:</i>					
Holidays campaign	47,292	63,811	16,174	127,277	-
Campaign to reduce energy use in homes	40,027	78,969	13,689	132,685	21,524
Impact assessment	9,548	20,018	3,265	32,831	-
Project Genie	-	15,394	-	15,394	13,116
Campaign to promote recycling (Spring '09)	-	-	-	-	354,444
Campaign to promote public transport (Summer '09)	52,392	44,051	17,918	114,361	383,686
Website	56,477	19,165	19,315	94,957	64,877
<i>Rolling out low-carbon technologies in less developed countries:</i>					
Solar power in Zambia	4,073	103,749	1,393	109,215	216,229
Total charitable expenditure	268,137	351,140	91,701	710,978	1,070,602
Support costs	46,743	44,958	(91,701)	-	-
Governance	-	5,410	-	5,410	5,865
	<u>£ 314,880</u>	<u>£ 401,508</u>	<u>£ Nil</u>	<u>£ 716,388</u>	<u>1,076,467</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 (See 4). Details of staff costs and support costs are given in Notes 5 and 6 respectively. Costs of generating funds include mainly an allocation of staff costs for time spent on fund raising.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

5. STAFF COSTS	2010 £	2009 £
Gross salaries and wages	237,709	100,584
Employer's National Insurance	26,832	10,957
Contractors' fees	50,339	180,765
	<u>£ 314,880</u>	<u>£ 292,306</u>

The Full Time Equivalent number of staff serving in the year, excluding sub-contractors, was 4.8 (2009 - 2).
2 members of staff received remuneration above £60,000 as follows:

£60,000 - £70,000	1
£70,000 - £80,000	-
£80,000 - £90,000	1

6. SUPPORT COSTS - DIRECT COSTS

	2010 £	2009 £
Travel and subsistence	205	358
Storage	-	1,598
Telephone	1,379	1,160
Depreciation	867	-
Insurance	2,112	1,833
Office space	170	2,616
Computer consumables	1,309	-
Postage	90	11
Printing	70	203
Stationery	892	758
Companies House	-	373
Other office costs	-	40
Staff entertainment	1,244	34
Recruitment	8,280	-
Non-campaign sourcing	995	-
IT support costs	3,107	1,428
Events and conference fees	115	288
Financial Consultant	8,516	20,003
Legal fees	4,076	10,121
Other professional fees	9,650	5,895
Volunteers expenses and training	-	690
Office expenses	1,881	472
	<u>£ 44,958</u>	<u>£ 47,881</u>

Support costs have been allocated to projects pro rata to staff costs.

GLOBAL COOL FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

7. GOVERNANCE - DIRECT COSTS

	2010	2009
	£	£
Treasurer's fee	230	-
Audit fees	5,180	5,865
	<u>£ 5,410</u>	<u>£ 5,865</u>

8. TRUSTEE

The treasurer was paid £230 for services provided in the normal course of business (2009 - Nil). No other Trustees received any remuneration or were reimbursed expenses (2009 - same).

9. TANGIBLE FIXED ASSETS

	Office and computer equipment £
Cost	
Additions	<u>3,469</u>
Depreciation	
Charge for the year	<u>867</u>
At 30 September 2010	<u>867</u>
Net book value	
At 30 September 2009	<u>£ Nil</u>
At 30 September 2010	<u>£ 2,602</u>

10. 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.

11. DEBTORS

	2010	2009
	£	£
Vodafone (see Note 13)	43,353	290,163
Gift Aid debtor	-	3,667
Accrued income	5,307	113,070
	<u>£ 48,660</u>	<u>£ 406,900</u>

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	2010 £	2009 £
Trade creditors	16,566	26,783
Amounts owed to group undertakings (see Note 10)	100	100
Social security and other taxes	-	5,670
Salary creditors	4,091	8,670
Accruals	9,060	5,865
Deferred income	10,000	-
VAT payable	1,014	-
	<u>£ 40,831</u>	<u>£ 47,088</u>
<u>Deferred income</u>		
Balance at 1 October 2009	-	-
Amount released to incoming resources	-	-
Amount deferred in the year	10,000	-
Balance at 30 September 2010	<u>£ 10,000</u>	<u>£ Nil</u>

13. STATEMENT OF FUNDS	Brought Forward £	Incoming Resources £	Resources Expended £	Carried Forward £
Restricted funds:				
Project Genie	3,751	11,953	(15,394)	310
Impact assessment	-	34,826	(32,831)	1,995
City Bridge - Transport campaign	-	50,000	(50,000)	-
Vodafone - SolarAid Zambia	257,345	-	(103,749)	153,596
Vodafone - UK-based Campaigns	357,097	331,074	(352,184)	335,987
Total restricted funds	<u>618,193</u>	<u>427,853</u>	<u>(554,158)</u>	<u>491,888</u>
General fund	228,446	103,757	(162,230)	169,973
	<u>£ 846,639</u>	<u>£ 531,610</u>	<u>£ (716,388)</u>	<u>£ 661,861</u>

During 2009, 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. £3,751 was left over from 2009. This has been fully spent on the project during the year.

The Department for Environment Food and Rural Affairs (DEFRA) provided a grant of £44,826 to be used to assess the impact of Global Cool campaigns. As the work was not completed within the year, £10,000 has been deferred to the following year. During the year, £32,831 was spent. The Trustees are satisfied that the remainder will be spent in the next financial year.

City Bridge provided a grant of £50,000 to be used on the Transport campaign and other low-carbon options for Londoners. The full amount was spent in the current period.

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 September 2010

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 £153,596 for the Zambia project. Since 2009, no funds were allocated for Zambia as per the agreement with Vodafone. During the year, 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.

14. POST BALANCE SHEET EVENTS

After the year end, the Charity's contract with Vodafone came to an end and was not renewed. The Charity is focusing its efforts on fundraising and the Board is confident that sufficient funding will be raised to secure the Charity's future. The board therefore considers that it is appropriate to prepare the accounts on a going concern basis.