

NAME Eden Project

SUBJECT Annual Review

YEAR 2008/09

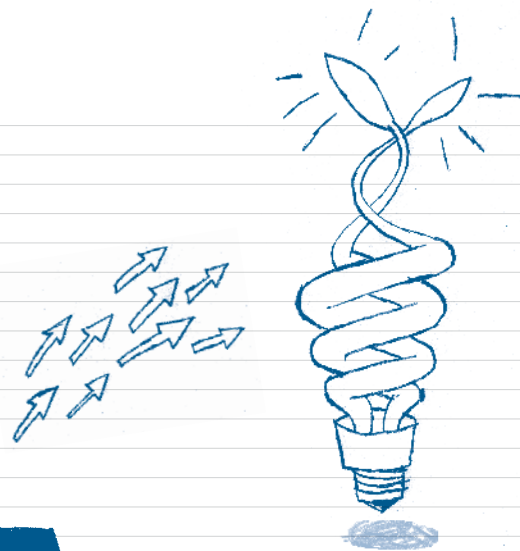


Please pass it on

That way we can save some trees

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THIS IS THE EDEN PROJECT



This is not your average annual review.

We want to give you a feel for what Eden is about and what we've achieved in the past year. From Mud Between Your Toes and Great Day Out, to Gardens for Life and Climate Revolution, Eden continues to be a catalyst for change and a force to raise awareness and tackle some of the toughest challenges facing us and our world.

This is our year... we hope you enjoy it.

We did!

Contents

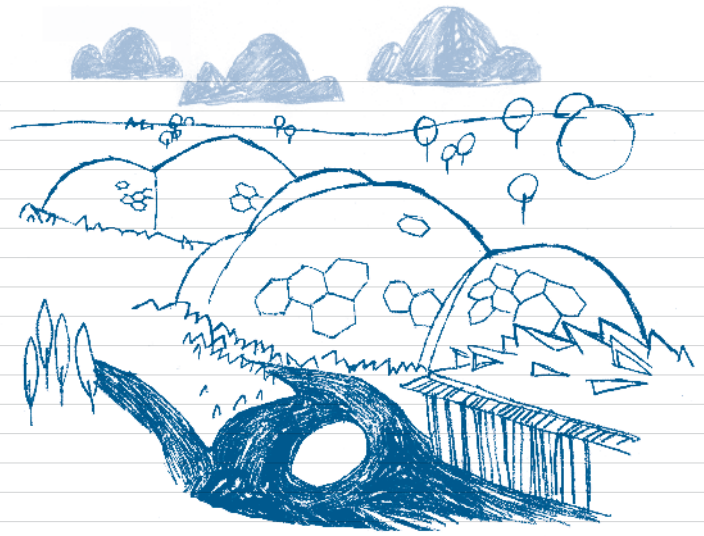
| | | | |
|----|--|----|---|
| 04 | This is a limited edition: Letter from Chief Executive | 26 | This is illuminating: Operational performance |
| 06 | This is a classroom: Eden's approach to education | 32 | This is asset management: Summary of finances |
| 12 | This is a play station: The role of play | 38 | This is our future: Plans for future periods |
| 16 | This is social networking: Better communication | 41 | Who's who |
| 20 | This is a return on investment: Working in the community | 42 | List of funders |
| | | 43 | Your notes |



THIS IS A LIMITED EDITION

'An area of tropical rainforest the size of a football pitch is destroyed every four seconds. If we lose the battle against tropical deforestation we lose the battle against climate change.'

HRH, The Prince of Wales



As I shuffled forward and introduced myself to the startled couple who had just gone through ticketing, I felt like the presenter on a supermarket challenge.

'Congratulations, you are the ten millionth visitor.' 'Who? Me or her?' 'Well, let me see', I said, swiftly moving on. I escorted them on to the viewing platform for a photo opportunity, shook hands and presented them with Lifetime Membership. Ten million people is the combined populations of the twenty smallest nations on earth or 0.16 of the largest.

A year is a long time. We have described this year as the one in which Eden has grown up. By this we mean that we are running the destination with confidence and have resisted the desire to follow traditional paths of communication. The Eden Project is a limited edition. The way we approach things and the way we communicate our messages are often unconventional. Our ambitions stretch to take the narrative about how we as a society can meet the extraordinary challenges that the next forty years are going to throw at us out into the wider world; a huge, and some may say, unreasonable challenge. Well, I take comfort from Mark Twain who remarked that

'if reasonable men bend themselves to the ways of the world, it stands to reason that only the unreasonable can change it'.

Eden should be about being unreasonable. Its very creation wasn't reasonable. Many of the people that work here left fantastically good jobs elsewhere to come and throw their lot in here. That isn't reasonable – is it? When you see thousands of families building dens in the arena in summer, or falling on their backsides skating in the magical twinkliness of Time of Gifts in the winter, you know it's worth it. When you see them gasping at the heat and abundance of the rainforest or the heady aromas of the Mediterranean and then look anew at their own world outside the Biome doors – you know it's worth it. When you meet the teachers from India, Kenya and the UK who are transforming the lives of thousands of children on our *Gardens for Life* programme or see the inspirational work of our communities team with *The Great Day Out* programme which works with the socially



**10 MILLION
LAST YEAR WE
WELCOMED OUR TEN
MILLIONTH VISITOR**



excluded, you know it's worth it. Eden is about flesh and blood, the emotional responses and solutions that come from conversations round a thousand kitchen tables untainted by systems, processes and institutional policies. Eden is first and foremost about reminding us of our dependence on, and connection to, the natural world. Our wonderful plant collections are a simple metaphor for this, our construction is inspired by this and the way we go about our business takes as its starting point an ecological perspective that is sometimes called Social Enterprise; put simply it is a reflection on our desire to make what we have give the greatest possible benefit to the widest number of people.

We have plans, which included starting The Big Lunch in July this year. Our hope was to encourage people to get out into the streets to meet their neighbours and challenge the assumption that we live in a world going to hell in a handcart. We are not; we are living at a time which will ask the best of us and we believe we will not be found wanting. We can play a part in describing what a bright future might look like and how we might get there and hope that our talent for friendship will create a culture that brings people of hugely varying life experience and disciplines together, in an effort to challenge the way we do things. Progress has come at such a price to our sense of wellbeing and to the condition of our planet, our moral

compass has been disoriented by over-respect for the free market. Our democratic processes are overridden by the fear and needs of 'now' and a misplaced belief that the past was a better place. It wasn't and never has been. It is simply the wailing of the weak and frightened by a future which is ours to make.

As long as there is life at Eden I hope that we will be unreasonable in our desire to see an education system that prepares us for living in the natural world, connected to it, respectful of it and all that it does to sustain us. We are unreasonable in our hope that The Prince's Rainforest Project, with its aspiration of reaching a global consensus and field of action for the conservation of the rainforests, will work out. And – unreasonable in our demand that leaders should step up to the plate to deliver a vision that our hope deserves.

The Age of Reason may have delivered to us the Industrial Revolution and the giant leaps that came with it across all the sciences. However, reason's use is tempered in the hands of mediocre ambition and when that time has come, and it is now, the only answer is to be passionately unreasonable.

Tim Smit
Chief Executive

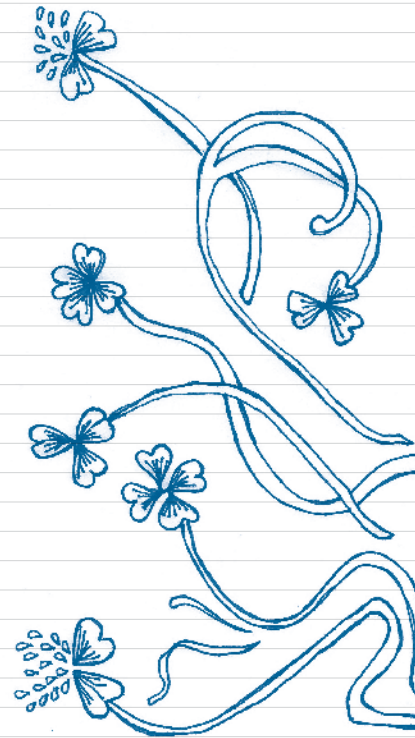




THIS IS A CLASSROOM

The Eden Project is an educational charity aiming to promote the understanding of the vital relationship between plants and people.

OUR PURPOSE IS TO ENGAGE, ENTERTAIN AND INSPIRE THE IMAGINATION BEYOND THE BODELVA SITE TO A MUCH WIDER AUDIENCE



When the Eden Project was built the theme of people's dependence on plants and the natural world was important- and the way Eden has brought it alive in many different ways has attracted an audience of millions of people. This is about connections we dare not lose. It is about understanding who we are.

Since then this theme has only become more relevant; how to respond to the full gamut of environmental challenges has become the most urgent shared issue across the world. The commitment to an 80% reduction in carbon emissions by 2050 will demand the best of us: imaginative, collaborative social change and innovation on a massive scale. And today's young people will grow up through a period of extraordinary transformation.

Eden has an understanding of the barriers to this change faced by individuals and an ability to engage on a personal level in order to:

- Engage and excite people about the opportunities.
- Provide people with examples of success they can relate to, understand and copy.
- Give them a compelling narrative and vision for a better future.
- Give them the support, training and network they need to effect change.

The Eden narrative is one of our dependency on the natural world in order to first help people realise why we must change the way we currently live. Secondly, the Eden message is one of hope, optimism and inspiration, showing people how the necessary adaptation can be achieved in a way that is both believable and palatable. Thirdly, Eden's insight is that whilst individual action is important, it is only through collective action that we will achieve the degree of change required in the available timescales.



Our main objectives for 2008/09 were:

To further develop Eden's Mud between your Toes programme and play activity.

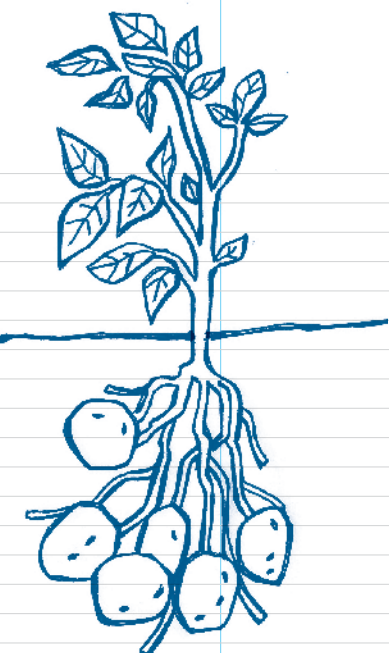
To expand Eden's support for children's learning and engagement outside school.

To step up Eden's involvement in local community issues and development.

To develop new income streams to support the educational work of the charity.

To be more proactive in the explanation of Eden as a charity and our need to fundraise.

The next 24 pages highlight our achievements and performance in striving to meet these objectives.



#1,060,000



During the year that ended 29 March 2009 Eden welcomed some 1.06 million visitors of which nearly 190,000 were children. This took the total number of visitors to the Eden Project to over 10 million in just its eighth year after full opening.

Public Education

Every one of our visitors will have been, to a greater or lesser extent, exposed to the unique educational experience provided at Eden, without necessarily feeling like they were 'being educated'. We aim to offer an experience which is personal, relevant and a thought provoking voyage of discovery.

The core public education mission of Eden is based on the premise that the 21st century is bringing many challenges: increasing energy costs, moving and rising populations, plant and animal extinctions, food security issues and economic shifts – all set against a background of climate change. Anticipating all of the surprises ahead and the transformations we will live through is impossible.

Mankind's creativity, ingenuity, understanding, science, technology, enterprise, humanity and ability to maintain healthy communities and resilient societies will be imperative.

Eden provides a stage on which we show some of the choices we can make to foster a better world: making connections between people's lives and the issues, building an understanding that we can rise to the challenges and face the future with hope. Through storytelling, art and music we aim to engage, entertain, inspire the imagination and ensure our messages linger in the memory.



Formal Education

In addition to the members of the public, some **47,262** school or college pupils visited during 2008/9 in organised groups. We also welcomed **5,445** visitors in organised groups from formal tertiary education centres and **21,852** students in further and higher education.

Our core school programmes are participative and interactive learning adventures that capture the imagination and 'hook' the learners in, using quests, challenges, simulations and role-play. In essence, Eden is encouraging discussion around the nature of education and what we as a society seek from it. We're reconnecting young people with science: connecting them to the world around them, and to life.

We have spent many years refining our understanding of the tools and methods to convey these complicated issues and, in itself, this has been a learning curve for the Eden Team. Through future campaigns and communication we want to share this learning and engage with the hard to reach sectors of the community.



'Possibly one of the most educationally rich venues to have taken groups to visit. I would hope all pupils at our school could visit on a right of passage.'
West Pennard School



THIS IS A PLAY STATION

2008 saw 30,000 people take part in our Den Building campaign. It encouraged children and families to play together and engage with the outdoors and, importantly, it ensured that they forgot about their computer games for the day.





I LIKE COLLECTING
THE LEAVES TO
COVER THE DEN

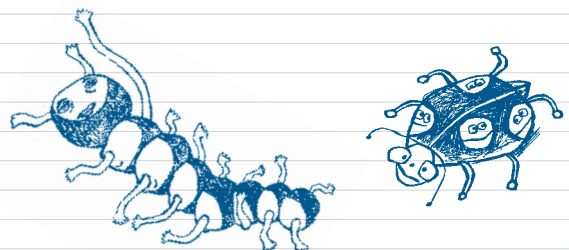
Our Mud Between Your Toes programme, aimed at getting youngsters engaging with their outdoor environment, has gone from strength to strength.

Children are spending less and less time outside. Not only are they missing out on a whole world of fun, adventure and really cool games, but there are some serious knock-on effects:

- A generation that doesn't understand or value the natural world will not strive to protect it
- A generation that doesn't value society won't work together to save it
- The government says lack of play is as damaging as junk food
- By 2010 one in five children will be clinically obese

Play

'Changing the State of Play' aims to connect children to nature through play. It has three broad themes; to develop innovative nature-based spaces, structures and activities on site. To design nature-based play spaces with community groups across Devon, Cornwall and the Isles of Scilly; and to work with children and adults to access and play in and around natural, wild spaces. 'Changing the State of Play' is funded by the Big Lottery Fund.





Left: Getting mud between their fingers and toes re connects children with the environment.

Centre: Thursdays in August saw 30 people a day participate in the Wild Thursdays programme.

Above: In the two years it's been running, over 65,000 have taken part in our den building programme.

Den Building

In 2008 another 30,000 people built dens over the summer holidays making a grand total of more than 65,000 since we started this campaign. The idea is for those participating to discover how simple activities performed together can be bonding, educational and fun.

Tasks ranged from building a shelter that resists the elements, making charms to ward off any lurking monsters, to toasting marshmallows on the campfire. A wonderful mix of story, challenge, exploration, creativity, design, construction and celebration.

Wild Thursdays

Over the summer of 2008, families from all over the country came and took part in a series of mini challenges to practise team working skills, to get immersed in nature, discover, explore and tune in to the world around us.

'Aimee liked collecting the leaves to cover the den. Cara liked listening to the story and making the candles. Mummy enjoyed working together! Can't think of anything to make our day more awesome!'
'Wild Thursdays participant'

A night scene at a festival. In the background, two large, illuminated geodesic domes with a blue glow are visible against a dark sky. In the foreground, a line of tall poles holds numerous colorful flags (red, orange, yellow, and purple) that are illuminated. Below the flags, a small white tent with a sign that reads "Bar - Food - Toilet" is lit up. The overall atmosphere is vibrant and festive.

THIS IS SOCIAL NETWORKING

Eden Sessions

Our Sessions attracted 25,683 people during 2008, many of whom came from a new and sometimes hard-to-reach audience.





Much of what we do at Eden is aimed at communicating in non-conventional ways using music, art, performance and storytelling.

Through rock 'n' roll horticulture and excellent bands, to the Sexy Green Car Show and Climate Revolution Conference, we entice visitors who would not otherwise come to the Project. This creates a diverse network of people we communicate with on a variety of levels about climate change.

Eden Sessions

25,683 people attended the 2008 Eden Sessions, which included performances from The Verve, Kaiser Chiefs, Raconteurs, KT Tunstall and Bill Bailey. Sessions tickets included a day pass, which meant many gig-goers visited us the same or following day.

Climate Revolution – Sexy Green Car Show 2008

Our Climate Revolution programme is based on the fundamental belief: that the changes society will undergo as a consequence of climate change are at least as significant as the changes that happened during the Industrial Revolution.

A prime example of the programme's attitude to positive change is the Sexy Green Car Show, reframing car efficiency as a desirable characteristic in its own right, and showcasing the new technologies that will deliver the 90% efficiency improvements needed for cars. The show had 43,688 visitors and more cars from more manufacturers: 2007's pioneers from Ford, Saab, Volkswagen, Citroen and Toyota were joined by Honda, Peugeot, SEAT, Fiat, Morgan and Lotus who exhibited cars of enormous appeal never before seen in the UK.

Climate Revolution Conference

October saw Eden hold its first Climate Revolution Conference for 14–18 year olds, during which they could hear talks and participate in workshops on climate change.



Above: Eden Grows Up, January 2009.

Centre: Eden Sessions included KT Tunstall and The Verve. Bill Bailey saw the Sessions branch out into comedy for the first time.

Right: Sexy Green Car Show May 2008.



MEAN, GREEN



MACHINE

Community Nights

Over the winter period we ran a series of community weekends where local people, emergency service workers, Scouts and Guides, armed forces and disadvantaged groups were able to visit Eden for free. The aim of the weekends was to say thank you to our neighbours and to encourage community gatherings.

'The Sexy Green Car show couldn't be better timed... the people behind it have a refreshingly realistic view of the world. The point of the Sexy Green Car Show is that cars aren't going to go away, so why not work to make them cleaner and greener?'

Sean O'Grady, Independent

Eden Grows Up

Communication starts at home with the Eden Team, our frontline ambassadors. They are enthusiastic, passionate, well-informed and perfectly placed to spread the Eden message. In January, for the first time since we opened in 2001, we closed the site for two days for Eden Grows Up.

The two-day workshops set out to introduce staff and volunteers to our business strategy and plans for the future, to enable Team members to explore the whole of the wider Eden estate and hear about future projects, to reinforce the cultural values and behaviours of the organisation, examine our communication procedures and understand our diversity while reinforcing our one-team message. Not to mention to have fun! A tall order for 667 people over two days, but work is ongoing to capture the energy and enthusiasm generated and make sure none of the lessons learned are overlooked.

A photograph of a community garden. In the foreground, a large green leaf of a squash plant is prominent. In the background, a man in a blue shirt holds several zucchinis, while another man in a light-colored shirt waters plants with a hose. The scene is set outdoors under a blue sky with some clouds.

THIS IS A RETURN ON INVESTMENT

We have a wide range of projects working with communities both local and further afield: from growing vegetables to co-ordinating community input into major projects.



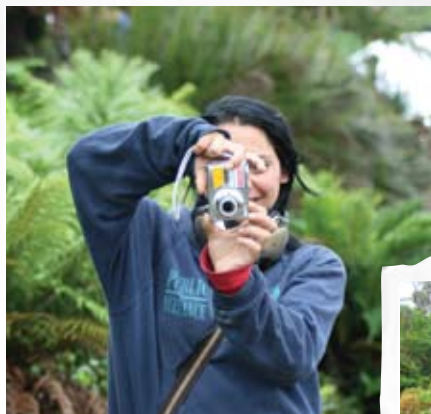


Many of Eden's projects work with some of the most excluded groups in society and aim to build confidence and give people the chance to learn new skills. An idea of the scale, variety and reach of these projects can be gleaned from the following examples:

Grow It, Cook It, Eat It

During spring 2009 we ran a series of *Grow It, Cook It, Eat It* days when groups planted and harvested vegetables, learnt what to do with them with the help of Eden's chefs, and then ate them. People tried all sorts of things that they would never have considered and everyone went home full and happy.





Great Day Out

Eden's *Great Day Out* programme hosts some of the most vulnerable and hard-to-reach people in our community. By providing inspirational, neutral ground we aim to break cycles of exclusion and help people make positive change.

During 2008/9 the programme has become well-established at Eden and has delivered 44 tailor-made visits involving 405 homeless people, offenders and excluded young people, aged 16–60, from 15 partner organisations in the southwest.

The programme began in 2007 with funding from the Department for Communities and Local Government, with the intention of working with people who we want to visit Eden, but who are the least likely to come.

One of our greatest successes in 2008 was an innovative 20-week photography project which resulted in 8 students gaining a National Qualification in Further Education and a 3-month exhibition at Eden that enabled the passion, talent and determination of the students to shine through. Most of them are now enrolled in further education courses, including photography, teaching, and music technology. All evidence that we are providing more than just a day out.

Our partners tell us that, during and after a Great Day Out, all participants show increased positivity, willingness to participate, greater motivation to go into training and volunteering, improved interaction between participants and positive impacts on mental health. Recent evaluation showed that 100% of participants enjoyed their visit and that 90% wanted to come back. The Biomes, skating and learning featured as the most enjoyable part and half the participants thought Eden staff were the most useful element of the day. By the end of the visit 92% intended to improve their situation or have a positive impact on the environment. Not bad for some of the most disengaged people in our society!

**WE'RE
COMING
BACK**



*Above: Thanks to Kazam Media for the photo of the winner of the 2009 Bright Young Things competition TR14ers.
Right: Light at a Time of Darkness by Jaz Savage was just one of the impressive entries in the photography category.*



Bright Young Things

On Saturday 31 January 2009, Eden sparkled with the cream of Cornwall and Devon's young creative talent as part of a collaborative project run by the Education and Production Teams. 150 young people aged 13–20, selected as part of our Bright Young Things competition, had the opportunity to perform or exhibit their work around the themes of Bright Young Things / Positive Futures / Hope in the Darkness.

Music was featured across a range of styles – pop, female vocal harmony, hip-hop and some great rock acts. The dance and performance category featured hula-hooping and Taiko drumming as well as spectacular street-dancing from local school and youth groups. Displays of the best photography, film and creative writing entries were on display in the Core. The quality of the work was extremely high and the young people were delighted to have the opportunity to show their work in such an exciting setting.

42 groups or individuals showed their work from a total of 68 entries. All the young artists received 10 guest tickets for their family and friends and were invited to a drinks reception in the Core.

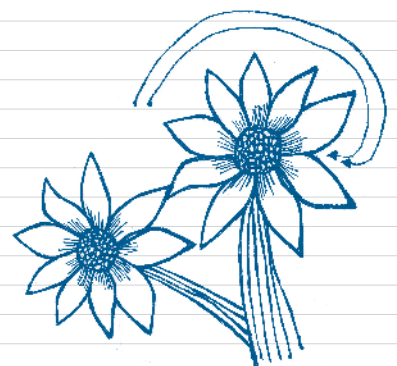
The feedback internally and externally has been extremely positive with a lot of enthusiasm for the event to be repeated in future years.

'I just thought it was a fabulous experience playing in such an enchanting venue... I thoroughly enjoyed myself and so did the people I brought to the event.'

Martin Skews, Musician

'The TR14ers have been invited to showcase their skills at two events as a direct outcome... It also gave them the chance to talk to other creative young people and make new friends and the opportunity for friends and family to share the Eden experience and to see the exhibits and performances.'

Debbie Stokes, Co-ordinator, TR14ers





New Ground

Many aspects of life in Britain have changed radically, but few changes have been more profound than those seen in rural areas. From farming to the nature of rural communities, patterns that have held for centuries have disappeared completely and the pace of change continues. Through an exhaustive national enquiry process, the Carnegie Commission on Rural Development gradually pulled together a picture of what conditions are needed to sustain vibrant rural communities in the 21st century. But what happens when those conditions aren't there anymore?

The Carnegie UK Trust asked us to explore how communities that were remote from resources or had gone through radical disruption could begin to turn around their fortunes. We linked with parallel studies in Cumbria and Wales, which themselves form part of a wider Carnegie action research programme involving over eighty organisations across Great Britain and Ireland.

We focused on the mining communities of Cornwall as a model of what happens following the loss of major industries that have formed the backbone of life for centuries. Evidence suggests that mining in Cornwall dates back thousands of years and, for a while, it was the most important mining area in the world, providing the resources and much of the innovation that drove the Industrial Revolution.

Today only a fraction remains operational. When industries like that disappear, people lose reasons to maintain contact with each other and they lose the purpose that brought them together in the same place.

Our project team has been made up of staff from Eden including the Post-Mining Alliance team, the Health Complexity Group of Peninsula Medical School, the Sensory Trust and Wildworks Theatre Company. We worked with communities who were in the process of re-imagining themselves and creating new possibilities, and trialled different ways of inspiring new social narratives, such as through the Wildworks drama *Souterrain* that focused on the need to honour, but also let go of, the past in order to move forward.

Moving forward means more than looking for new ways to make a living, crucial though that is. It also needs a proactive effort to maintain social strength and the will and imagination to reinvent ourselves. Many of the communities of Cornwall are on that adventure now. Sadly, we believe that many more places will go through periods of radical change and loss in the coming century and any insights and experience we can glean from local circumstances may help others in years to come.

A large, illuminated Christmas tree and decorations inside a dome structure at night. The tree is made of recycled plastic and is surrounded by other festive lights. The dome's interior is lit with warm white lights, and the exterior is dark. The text "THIS IS ILLUMINATING" is overlaid in large, bold, white letters.

THIS IS ILLUMINATING

Our Christmas tree and decorations were made entirely from recycled plastic. A great way to reuse some of the waste plastic we gather in our shop and cafés.





We are on a journey of discovery, looking for ways to improve what we do and how we do it. We won't always get it right, but, where we do, we will share our learning.

Operational Performance

A key plank of our charitable remit is to ensure that we keep our own house in the best possible order. In the spirit of the learning and research focus of our educational aims, this means pushing at the boundaries, exploring ideas of what future good practice might be, rather than settling for what is accepted today.

Central to this philosophy is our aim to make our operational practice visible across the site; whether in our cafés, shops, toilets or car parks, we want visitors to be engaged, informed, and inspired by what you see and how we run the business. It is part of enhancing the quality of the visitor experience. We are continuously looking for ways to reduce our carbon footprint, to improve our waste management and resource efficiency, to work with local suppliers to develop more eco-friendly products and to raise awareness among our staff and visitors. Our work with schools and community groups both on and off site is also part of this process.

This section highlights some measures of our performance during the year.

Waste Management

Our Waste Neutral programme won the Chartered Institution of Wastes Management (CIWM) Award for Environmental Excellence in the category of 'innovative practise in waste management and resource recovery' in November 2008. We were also shortlisted in the 'recycling performance' and 'sustainable facilities management' categories.

Waste Neutral is the principle of matching waste sent to landfill with the amount of recycled materials being bought in. The programme takes the 'reduce, reuse and recycle' mantra and extends it by adding a fourth step – re-invest, meaning to buy things made from recycled materials.

IN 2008 WE INCREASED
OUR RECYCLING RATE TO
51 PERCENT



In the last year, 338.4 tonnes of waste were produced, or 318g/visitor, down from last year's 332g/visitor. This improvement is likely due in part to the reduction in single portion packaging in our cafés. We increased our recycling rate to 51%, up from 47% of total waste last year. We also reduced the amount of food waste produced through better process control in our kitchens. Our in-vessel composter processed 20.2 tonnes of food waste, down from 28.5 tonnes last year.

Water

53% of total water usage on site in the year came from harvested rainwater and ground water. Our potable water usage for the year was lower than normal, despite an accidental diesel spill that was contained on site but required the site toilet flushing systems to be switched from ground water to potable for a period of time.

Working with Local Business

Recent senior appointments in both catering and retail have helped us to improve again our local sourcing component, with 84% of our catering supplies sourced in Cornwall. It is a harder target for non-catering supplies, but even so we managed to up our local sourcing from 39% to 47% during the year.

Energy

In the summer of 2008 we looked seriously at all the renewable energy options, and wind appeared the most feasible. After identifying a suitable site, we formulated a proposal to build a single two-megawatt turbine 127m high.

However, in January, after lengthy talks with local people, we decided to withdraw our planning application. Getting the green light for the turbine would have been a hollow victory if it destroyed the good relations we have always enjoyed with our neighbours. Instead, we have committed to exploring with a whole range of people what a community renewable energy project might look like and how we can best go about it. This will be an outcome far superior than simply catering for our own needs – and we hope it may create a template for other communities to work with.

Naturally we are still pursuing the vital ambition of generating our own low-carbon energy supply and achieving complete energy independence. By year end, we were beginning to explore the exciting possibility of an on-site geothermal plant.



EMISSIONS FROM
TRANSPORT FUELS
DOWN BY **11** PERCENT

Some of our plans for next year include working up the feasibility and business plan for the geothermal plant, exploring the community energy plan options, running a comprehensive energy awareness campaign with staff, installing a new buildings management system that allows us to better control energy usage, and establishing a buyers' forum to look at all of our purchases through a sustainability lens.

Eden Greenhouse Gas Emissions 2008/9

Eden's emissions are calculated based on DEFRA's June 2008 Guidelines for Company Reporting on Greenhouse Gas Emissions, with additions where DEFRA does not yet give guidance, such as for mains water and biodiesel.

Our EN4214 compliant 100% biodiesel is made from waste cooking oil, for which we have applied an 85% emission saving, in line with the Department for Transport January 2008 guidance.

We include all fuel sources and refrigerants used directly by the Project. Since last year, DEFRA's advice as to the best practice for reporting Green Tariff Electricity Emissions has changed, and we now report our green tariff electricity as having grid-average emissions. We have restated the figures for the previous two years on this same basis, so as to make them comparable.

The biomass boiler produced 4.7% of our heat requirement this year, and photovoltaics and a small wind turbine generated enough electricity for five average households.

2008/09 was chilly, with an estimated 18% increase in heating requirements over 2007/08. Despite this, our heating fuel use for the main site only increased by 6%, due to reducing the set point of our main heating system and making some changes to the Biome control system.

We have reduced our emissions from heating oil at our nursery by 12%, through a combination of heating a smaller area of glasshouse and switching to a gas boiler for the quarantine house.

Emissions from transport fuels were down by 11.6%, achieved partly by tighter management of vehicles, and partly by fuel switching to 100% biodiesel. However, these improvements were almost completely offset by a growth in mileage, particularly by volunteers, who unlike full-time staff are paid a mileage allowance for travel to and from work. Emissions from business flights were down by a stunning 56%.

Eden offsets all direct emissions with ClimateCare. Our green tariff electricity contract runs until September 2010, after which we will also offset all electricity grid emissions.

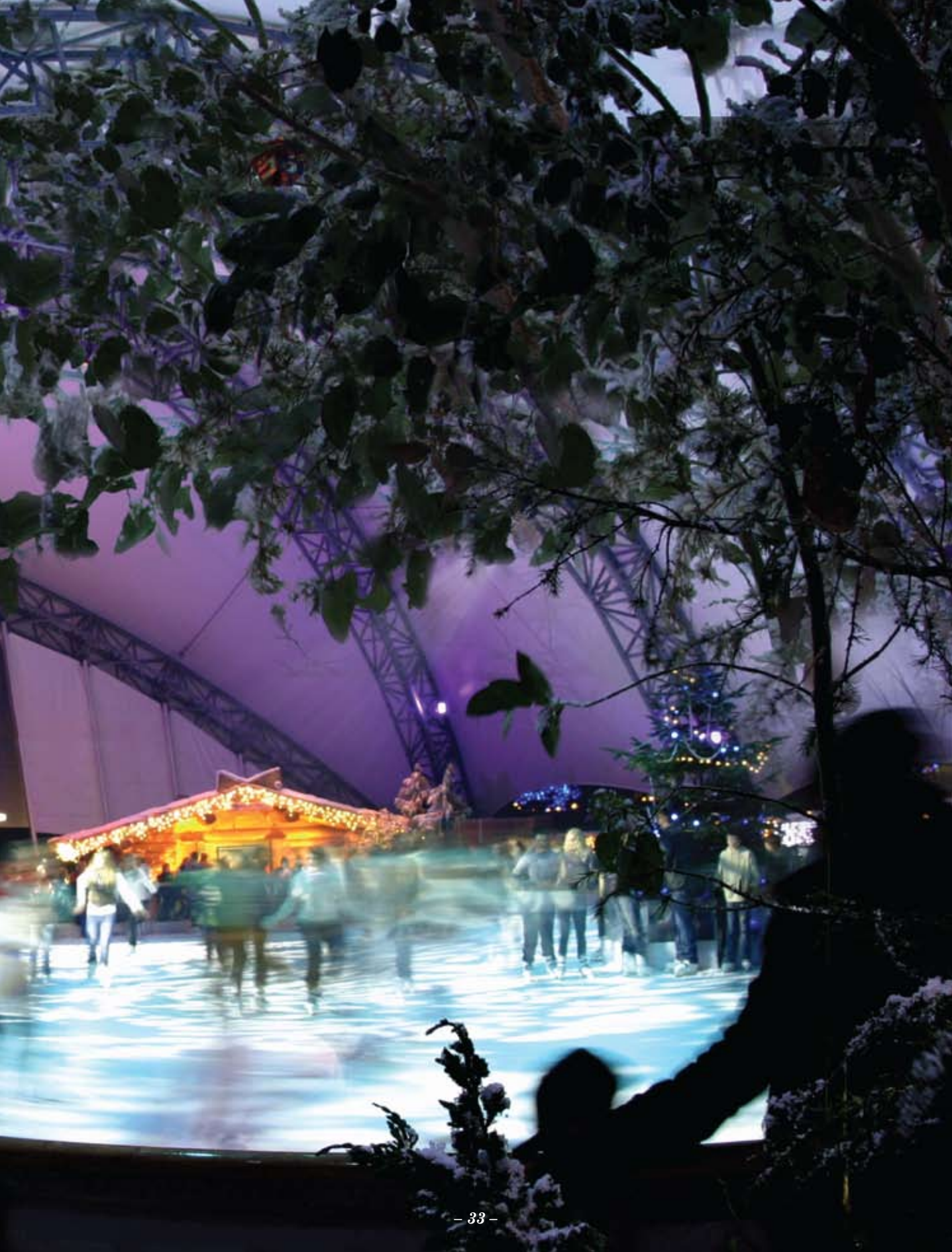
* Gas use and emissions figures have been revised upward from those reported in the 2007/08 Annual Review.

Eden's Greenhouse Gas Emissions (Tonnes CO₂)

| Source | 2006/07 | | 2007/08 | | 2008/09 | | | Variance from 2007 |
|---|----------------|-----------------|-------------------|-----------------|-----------|------------------------|-----------------|--------------------|
| | Units | CO ₂ | Units | CO ₂ | Units | 2008 Conversion Factor | CO ₂ | |
| Petrol (litres) | 13,790.93 | 37 | 10,168.3 | 23.5 | 8,011 | 2.315 | 18.5 | -21% |
| Gas Oil | na | na | na | na | 4,099 | 2.674 | 11 | na |
| Diesel (litres) | 31,501.07 | 84.4 | 28,953.2 | 76 | 26,107 | 2.630 | 68.7 | -10% |
| LPG (litres) | 12,772 | 19.3 | 21,294.6 | 32.2 | 18,042 | 1.495 | 27 | -16% |
| Biodiesel (litres) | 2,636 | 2.1 | 14,483 | 5.7 | 18,757 | 0.394500 | 7.4 | 30% |
| Mains Water (m ³) | na | na | 18,655 | 3.3 | 17,388 | 0.177 | 3.1 | -7% |
| Staff and volunteer business mileage | 92,088.8 | 35.8 | 113,319 | 39.66 | 165,537 | 0.350 | 57.9 | 46% |
| Flights | 0 | 253.2 | – | 102.92 | na | na | 45.3 | -56% |
| Gas (kWh) | 6,371,396.7 | 1,210.6 | 5,989,492 | 1,233.8* | 6,056,194 | 0.206 | 1,247.6 | 1% |
| Gas bottled (litres) | na | na | na | na | 8,283 | 1.495 | 12.4 | na |
| Woodchip (kWh) | na | na | na | na | 291,000 | 0.0260 | 7.6 | na |
| Electricity (kWh) Green tariff | 4,611,947 | 2,476.7 | 5,102,640 | 2,740.2 | 4,997,585 | 0.537 | 2,683.8 | -2% |
| Heating Oil (litres) | 210,313.3 | 563.6 | 208,665 | 525.4 | 184,597 | 2.518 | 464.8 | -12% |
| Refrigerants (litres) | | | | | | | | |
| <i>R134a</i> | 0.00730 | 9.5 | 0.0160 | 20.7 | 0.013685 | 1,300,000 | 17.8 | -14% |
| <i>R404a</i> | 0.00496 | 16.2 | 0.0048 | 15.5 | 0.00565 | 3,260,000 | 18.4 | 19% |
| <i>RA407c</i> | | | 0.0213 | 34.1 | 0.0073 | 1,600,000 | 11.7 | -66% |
| <i>R410a</i> | na | na | na | na | 0.0023 | 1,100,000 | 2.5 | na |
| Refrigerants total | 0.01226 | 25.7 | 0.0420 | 70.3 | 0.029 | na | 50.4 | -28% |
| Total | 4,708.3 | | na 4,853.2 | | na | na | 4,705.4 | -4% |

THIS IS ASSET MANAGEMENT

Ice skating attracted 69,048 skaters during winter 2008 and early 2009 – a fantastic facility for the local community.





Eden is a charity, but operates as a social enterprise, with trading as a visitor attraction providing much of the funds needed to carry out charitable activity.

In 2008/09 we generated 71% of what we need from our visitors, the balance of 29% coming from fundraising and other income. Eden generates sufficient cash surpluses from the visitor attraction and related income streams to service commercial loans and maintain the asset base. These surpluses are not sufficient to cover the costs of Eden's wider educational programmes and charitable objectives and ambitions and therefore the need for significant revenue fundraising programmes will continue.

In the year ended 29 March 2009, the core activities of Eden generated a surplus, prior to depreciation charge, with total income exceeding total expenditure by some £2.1 million.

Cash flow

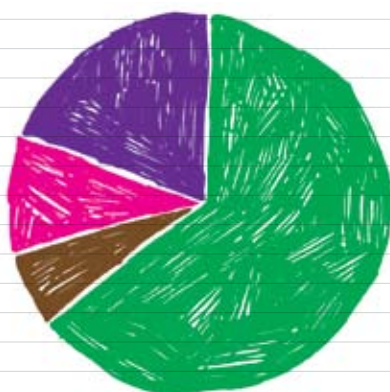
In the year ended 29 March 2009 Eden had an overall cash inflow of some £0.2 million compared with £1.9 million in the previous year.

Summary of cash flow

| | March 2009 £000s | March 2008 £000s |
|--------------------------------------|---------------------------------|---------------------------------|
| Net cash inflow from core activities | 2,187 | 2,155 |
| Net interest (cost)/receipt | (236) | (459) |
| Net investment in fixed assets | (850) | (338) |
| Loan repayments | (901) | 532 |
| Net cash inflow/(outflow) | 200 | 1,890 |

The cash generated from core activities in the year was primarily used to improve and maintain the site and to reduce debt which at the year end stood at £6.2 million, down from £7.1 million the previous year.

Income



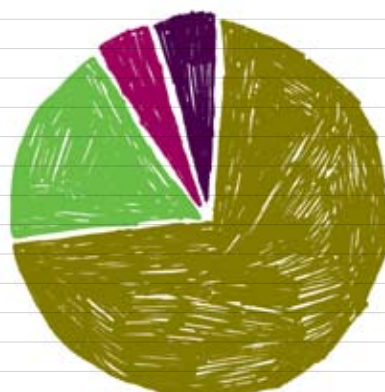
- Visitor related income (64%)
- Gift Aid (7%)
- Other income (10%)
- Grants and donations (19%)

Sources of income

The total available income in the year, excluding £6.7 million in respect of the lease financing arrangement and related asset accounting, was £22.0 million. Of this some 71% came from visitor-related income at the Eden site and the associated Gift Aid.

The balance was made up of 19% from fundraising activity and 10% from other income-generating activity such as Eden Sessions (concerts), functions and consultancy. The comparative figures for the previous year were 75%, 17% and 8% respectively.

Expenditure



- Charitable projects & public education (72%)
- Site services, maintenance and infrastructure (19%)
- Governance and administration (5%)
- Other income (4%)

Analysis of expenditure

Total expenditure in the year, excluding £9.9 million in respect of the Royal Bank Leasing financing arrangement and related asset financing and depreciation, was £20.9 million. Some 72% of this was on the delivery of the educational mission and a further 19% on the servicing and maintenance of the Eden site to allow this activity to be delivered.

The balance of 9% was made up of governance and administration costs together with costs associated with the generation of other income streams such as the Eden Sessions.

**Consolidated statement of financial activities
for the period ended 29 March 2009**

| | Unrestricted funds 2009 £ | Restricted funds 2009 £ | Period ended 29 March 2009 Total £ | Period ended 30 March 2008 Total £ |
|--|------------------------------------|----------------------------------|--|--|
| Incoming resources | | | | |
| Incoming resources from generated funds | | | | |
| Voluntary income | 100,568 | – | 100,568 | 124,394 |
| Investment income | 3,598,597 | – | 3,598,597 | 3,442,994 |
| Incoming resources from charitable activities | 25,033,386 | – | 25,033,386 | 25,983,207 |
| Other incoming resources | 13,298 | – | 13,298 | 10,588 |
| Total incoming resources | 28,745,849 | – | 28,745,849 | 29,561,183 |
| Resources expended | | | | |
| Costs of generating funds | | | | |
| Costs of generating voluntary income | 130,964 | – | 130,964 | 128,615 |
| Charitable activities | 30,620,151 | – | 30,620,151 | 30,729,093 |
| Governance costs | 45,319 | – | 45,319 | 51,356 |
| Other resources expended | | | | |
| Total resources expended | 30,796,434 | – | 30,796,434 | 30,909,064 |
| Net outgoing resources before transfers | (2,050,585) | – | (2,050,585) | (1,347,881) |
| Gross transfers between funds | 2,176,340 | (2,176,340) | – | – |
| Net (outgoing)/incoming resources | 125,755 | (2,176,340) | (2,050,585) | (1,347,881) |
| Reconciliation of funds | | | | |
| Total funds brought forward | 4,256,538 | 24,938,164 | 29,194,702 | 30,542,583 |
| Total funds carried forward | 4,382,293 | 22,761,824 | 27,144,117 | 29,194,702 |

Summary of final statements

The summary of financial statements may not contain sufficient information to allow for a full understanding of the financial affairs of The Eden Trust. For further information, the full annual accounts, the auditors' report on those accounts and the Trustees' Report should be consulted; copies of these can be obtained from the Company Secretary at Eden Project Ltd, Bodelva, Cornwall, PL24 2SG.

The full financial statements and the Trustees' Report of The Eden Trust for the year ended 29 March 2009 were approved by the Board of Trustees and signed on its behalf by Anthony Salz on 29 June 2009.

Statutory accounts for 2007/08 have been delivered to the Registrar of Companies and the Charity Commission and those for 2008/09 will be delivered after the Charity's AGM in September. The auditors, Ernst and Young LLP, have reported on those accounts, their reports were unqualified and did not contain statements under Section 237 (2) or (3) of the Companies Act 1985.

**Consolidated balance sheet
at 29 March 2009**

| | Consolidated at 29 March 2009 | Charity at 29 March 2009 | Consolidated at 30 March 2008 | Charity at 30 March 2008 |
|---|--|---|--|---|
| | £ | £ | £ | £ |
| Fixed assets | | | | |
| Tangible fixed assets | 86,233,259 | 5,564,289 | 92,945,848 | 5,564,289 |
| Intangible fixed assets | – | – | – | – |
| Investments | 42,271,902 | 3 | 42,021,159 | 3 |
| Total fixed assets | 128,505,161 | 5,564,292 | 134,967,007 | 5,564,292 |
| Current assets | | | | |
| Stocks | 353,018 | – | 416,744 | – |
| Debtors | 1,385,924 | 41,365,263 | 1,485,580 | 41,472,118 |
| Cash at bank and in hand | 1,190,727 | 97,461 | 990,647 | – |
| Total current assets | 2,929,669 | 41,462,724 | 2,892,971 | 41,472,118 |
| Creditors: amounts falling due within one year | (7,092,640) | (2,862,986) | (3,109,544) | (69,669) |
| Net current (liabilities)/assets | (4,162,971) | 38,599,738 | (216,573) | 41,402,449 |
| Total assets less current liabilities | 124,342,190 | 44,164,030 | 134,750,434 | 46,966,741 |
| Creditors: amounts falling due after more than one year | (48,739,788) | – | (52,612,468) | (2,800,000) |
| Deferred income | (48,458,279) | – | (52,943,258) | – |
| Minority interests | (6) | – | (6) | – |
| Net assets | 27,144,117 | 44,164,030 | 29,194,702 | 44,166,741 |
| Funds | | | | |
| Restricted funds | 22,761,824 | 22,761,824 | 24,938,164 | 24,938,164 |
| Unrestricted funds | 4,382,293 | 21,402,206 | 4,256,538 | 19,228,577 |
| | 27,144,117 | 44,164,030 | 29,194,702 | 44,166,741 |



THIS IS OUR FUTURE

The next phase of activity aims not only to enhance and develop the current destination but also to move substantially beyond the current visitor destination to new audiences.

The ultimate ambition is for Eden to play a major role in effecting significant social and environmental change, nationally and internationally.

The Eden Project, just eight years after it opened its doors, is at a pivotal point in its development:

- It has established itself as a major international destination.
- A second major phase of capital works has been carried out to comfortably accommodate up to 1.5million visitors a year.
- It is recognised as a major brand in the environmental or 'green' sector.
- It has a reputation as a national leader in the area of public education on environmental issues.
- It is recognised as a regional economic engine and leading social enterprise.

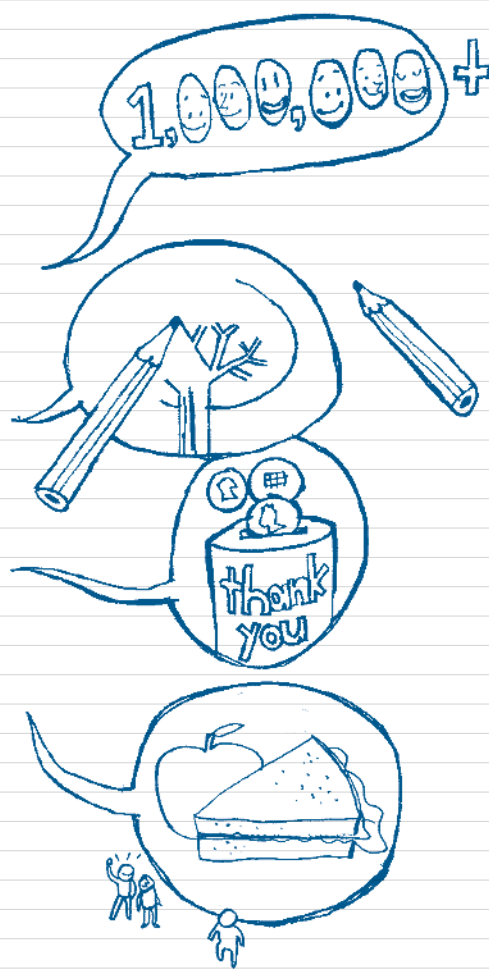
Our strategic objectives over the next three to five years are therefore:

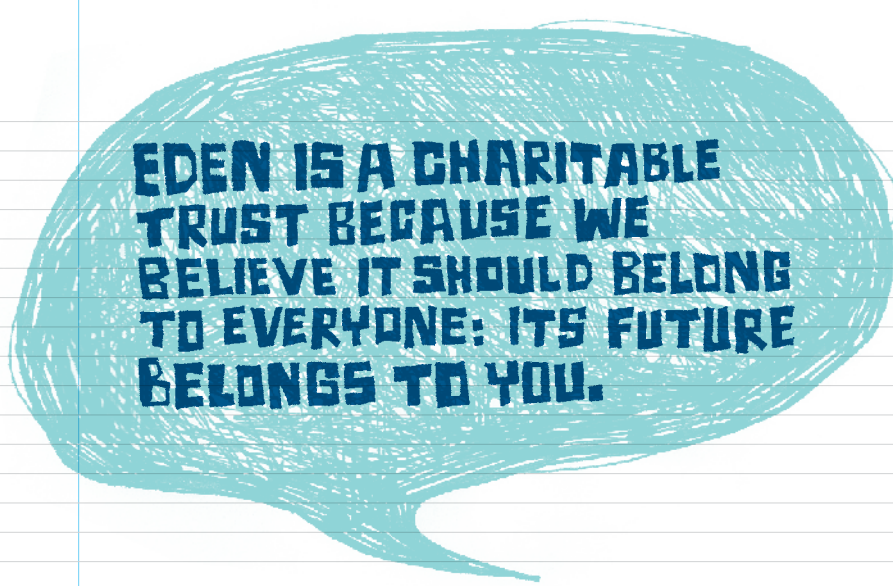
- Maintaining the successful visitor destination delivering public education to a broad audience.
- Developing the audience through visits to the site and website, through publications, membership, events and other forms of engagement.
- Developing influence by playing a leading role in the debate on how to rise to today's environmental challenges.
- Developing good practice – by using and promoting research and demonstrating the capacity for sustainable solutions.
- Developing new income streams to support the core public education activity as well as funding new initiatives both at and beyond the site in Cornwall.



Our main priorities for the coming year are as follows:

- To maintain visitor numbers to the Eden site at over 1 million in the face of the current economic downturn and climate of uncertainty.
- To continue to provide an engaging and effective educational experience at Eden to a broad public audience which can be shown, through a developing set of research and evaluation techniques, to begin to change peoples' mindsets and values on a large scale and hence drive significant cultural and social change.
- To launch a national high level donor fundraising campaign to fund the core charitable educational activity of Eden.
- To establish more firmly Eden's reputation and impact beyond the visitor destination and our immediate environs in Cornwall through national initiatives such as The Big Lunch, The Key Garden project and Eden Forum debates.





EDEN IS A CHARITABLE TRUST BECAUSE WE BELIEVE IT SHOULD BELONG TO EVERYONE: ITS FUTURE BELONGS TO YOU.

Fundraising

It costs £20 million a year to deliver the current Eden activity, which includes the running of the educational visitor destination and the core development team but excludes the cost of major new projects or programmes (such as The Big Lunch) which do need to be separately funded. Of this some £15 million is provided from the income generating activities, largely visitor related income. This leaves a funding gap of some £5million per annum.

The next chapter for Eden, and one in which we need funding partners and fellow travellers, is:

- Firstly, to ensure that we are able to continue to provide a life-changing experience to over 1 million people per annum, with well tried and tested programmes we have developed and to grow this in number and to extend it to include schools and other groups who would not otherwise have been able to come.
- Secondly, to develop new content, programmes and initiatives which show how we might adapt, and thereby inspire and catalyse, massive social change.
- Thirdly, to take that content and learning, to adapt it in a variety of ways and take it out across the country to reach people and groups who might never get to Cornwall.

Volunteers

Our volunteers ensure that the visitors, including the less able, have a fantastic experience; highlight our work in conservation, education and sustainability; research new topics for us; and help in operational and horticultural teams. Our volunteers continue to make an enormous contribution to the Team. We ended the year with 248 volunteers, up 52 on the previous year.

You can support our work in the following ways:

- Visit us. All the profits from your visit go to the Eden Trust.
- Gift Aid your admission fee. This allows us to claim 28 pence back from the taxman on top of every pound you give.
- Become an Eden Friend. You will receive privileged access for you and a friend, e-newsletters, a quarterly Friends magazine and exclusive Friends events, tours and travel.
- Donate. You can donate via personal contributions, legacy or business sponsorship of projects. Details of our fundraising programmes and how you can donate can be found on our website.
- Volunteer. You can work with our horticulture, research, administration or operational teams as an integral part of the organisation.

THIS IS A WHOS WHO



The Eden Trust

The directors of the charitable company are its Trustees for the purpose of charity law and throughout this report are collectively referred to as 'the Trustees'.

Anthony Salz (Chairman)
The late Lord George of St Tudy
(resigned 20 February 2009)
Richard Cunis (resigned 17 November 2009)
Professor Alan Livingston
Lucy Parker
Simon Robertson
Sir John Rose

Eden is grateful for the dedication of its Trustees and Directors. In the last year several retired by rotation. We thank Richard Cunis, Peter Hardaker, Peter Newey and Alan Stanhope for all they have done for us. We lost Lord George prematurely; his love for Eden and for the people of Cornwall will be much missed.

Eden Project Limited

Executive Directors

Tim Smit – Chief Executive
Gaynor Coley – Managing Director
Peter Cox – Finance Director
Tony Kendle – Foundation Director

Non-Executive Directors

Ken Hill – Chairman
Richard Eyre
Peter Hardaker (resigned 29 March 2009)
Julie Hill
Cullum McAlpine
Peter Newey (resigned 26 August 2008)
Alan Stanhope (resigned 29 March 2009)
Geoffrey Wilkinson (appointed 14 January 2009)





List of Funders (2008/09)

Eden's charitable activity during the year ended 29 March 2009 was supported, in part, by the following funders. Many other supporters have played a part in Eden's development over the years, and further details of all our funders to date are included on our website. Only with their help and co-operation are we able to further our charitable work.

Annenberg Foundation
Arts Council England
Ashden Trust
Bernard Sunley Charitable Foundation
Big Lottery Fund – Playful Ideas
BOC Foundation
Bromley Trust
Carnegie UK Trust
Co-operative Insurance Services
Department of Communities and Local Government
Department of Environment, Food and Rural Affairs

Department of Work and Pensions
Empresa de Desenvolvimento
European Agricultural Guidance and Guarantee Fund (Objective One Cornwall)
European Regional Development Fund (Objective One Cornwall)
European Social Fund
GUS Charitable Trust
Homes and Communities Agency
Lankelly Chase Foundation
Lantra
London LSC
PH Holt Foundation
Restormel Borough Council
Rio Tinto PLC
Rural Renaissance Fund
SITA
South West Regional Development Agency
Syngenta Foundation
The Tudor Trust

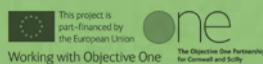
The Eden Project

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Cornwall
PL24 2SG
edenproject.com

The Eden Trust

Registered
charity number:
1093070

Design: 375.co.uk





*For further information about the
Eden Project, please call us on
01726 811 911 send us an email
info@edenproject.com or visit
our website at edenproject.com*