

# The Clean Cornwall Newsletter



clean  
cornwall

Issue 5

Welcome to the fifth issue of the Clean Cornwall newsletter! We hope you've been enjoying the sun and getting out there picking as much litter as possible.

In this issue, we're excited to reveal our finished litter picking bag prototypes, designed by sustainable product design student Marcie Russell in collaboration with Falmouth University. Keep reading for more sustainability stories and updates from the last few months with the Clean Cornwall team!

## The Drinks Container Deposit Return Scheme

The UK has a problem with plastic. Every year UK consumers get through an estimated **14 billion plastic drinks bottles and nine billion drinks cans**, many of which end up as litter or are condemned to landfill (Department for Environment et al, 2023). A recent government press release has outlined a new cash incentive system, placing deposits on drinks bottles and cans to boost recycling from 2025, but will this scheme actually help to tackle the immense scale of the problem? A 2022 report from Retail Economics looks at just one section of our plastic consumption epidemic, focusing on bottled water and UK consumers:



**51%**

of consumers say that they consume bottled water about once a week or more



**10**

million PET bottles of water are being sold per day



Advertising is likely to contribute to the sale of over

**413**

million branded bottles of water in just five years

*"Single-use plastic bottles perfectly encapsulated the essence of throwaway culture"*

RETAIL ECONOMICS AND BRITRA, 2022

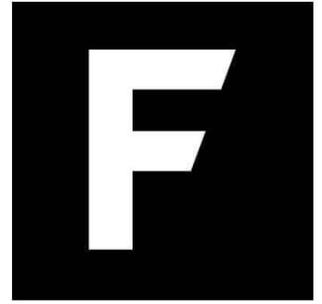
So how will this new initiative combat the unimaginable amount of plastic that is being wasted? Here's what we know so far; the scheme includes machines, known as reverse vending machines, and designated sites where people can return their bottles and receive cash back. In most cases it would be the retailers who sell drinks covered by the scheme who would host a return point. The new scheme, covering England, Wales and Northern Ireland, is set to be introduced in 2025, following extensive work with industry to prepare for the necessary changes – including setting up infrastructure and amending labelling. It aims to ensure 85% fewer drinks containers are discarded as litter after three years of its launch.

As any environmentalist will know, profit ultimately drives global decisions to change industries and develop new standards of practice, so perhaps this is a step in the right direction to making our economy more circular.

# The Reusable Litter Picking Bag Project

## Graduation Exhibition from Marcie Russell

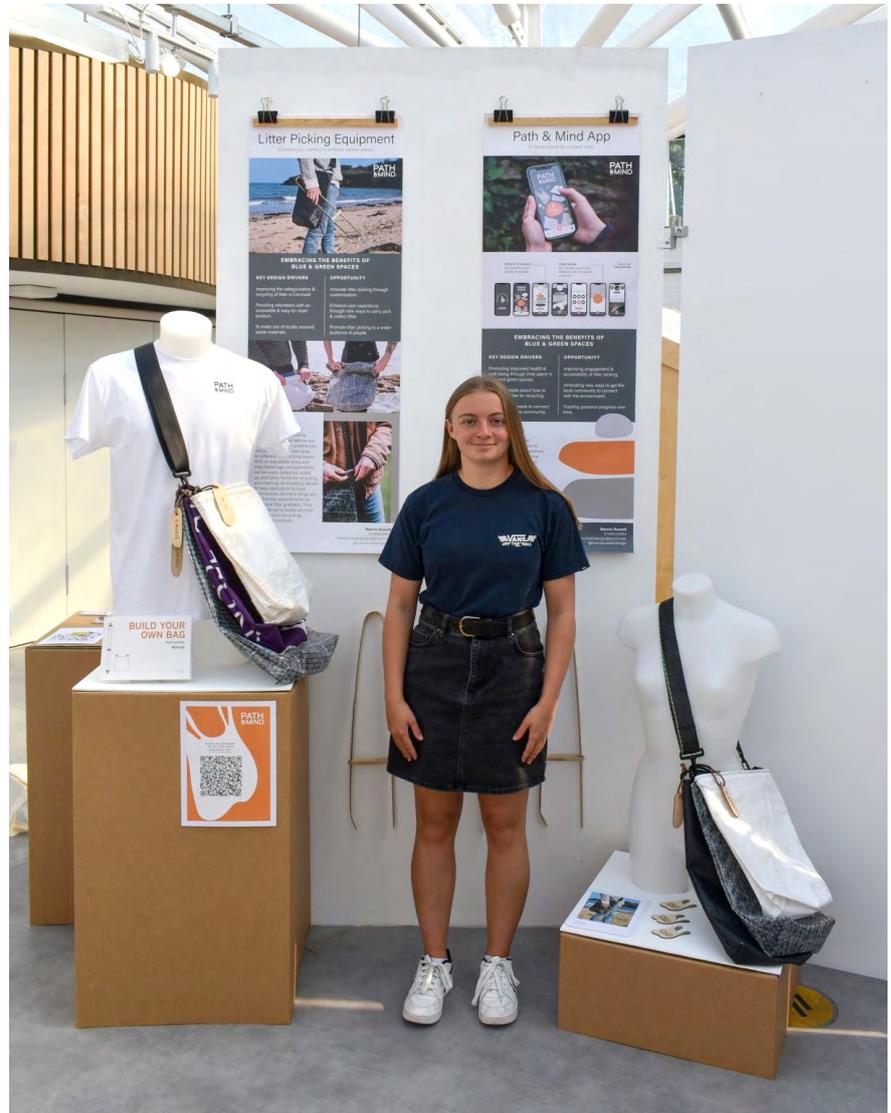
In collaboration with Falmouth University.



Over the past year, we have been collaborating with sustainable product design graduate Marcie Russell. Marcie took on our design brief with enthusiasm and innovation, creating a fantastic reusable litter picking bag system with sections for categorising waste. We are extremely proud to present the finished prototypes here.

We had the pleasure of attending the exhibition of Marcie's work at Falmouth University, titled "Path and Mind", featuring a proposed app, reusable litter picking bag system and eye catching bamboo litter pickers.

The prototypes are made almost entirely from reclaimed and renewable materials, including discarded pub umbrellas donated by Pogessi Umbrellas, and reclaimed seatbelts to form a sturdy strap, generously provided by Henry Orchard & Sons - one of our fantastic Change Maker businesses.

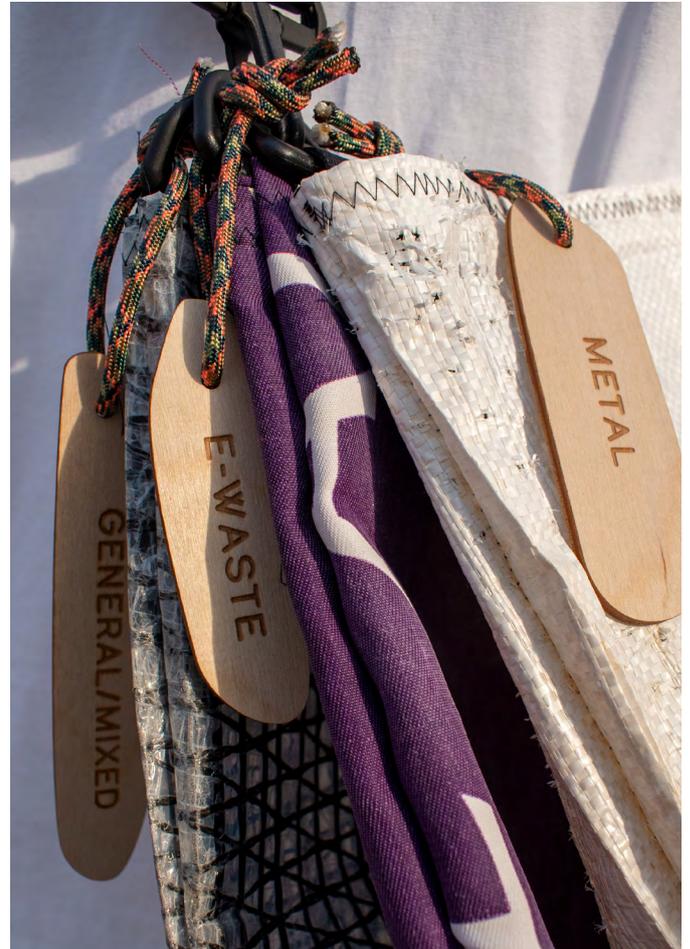


Each component of Marcie's innovative work comes together to form a unique litter picking system, minimizing plastic waste and maximizing the recovery of useful materials. The bags can also be customised to suit each user's needs thanks to the adjustable straps and modular structure - allowing the user to bring as many or as little separate categories as they require.

Informed by research with regular litter pickers, this system is worlds away from a black bin liner. The system offers not only a more sustainable solution, but a more comfortable one that can be adjusted to suit each user's needs. Users can now separate their litter into recyclable categories such as electricals like vapes, fishing gear and glass to protect not only our environment but those that are involved in waste management. Over the coming months, we will continue to grow this project with Marcie and **hope to have the bags available to purchase on our website in the future, so watch this space!**

If you'd like to see more of Marcie's sustainable product design work, please visit her on Instagram [@marcie.russell.design](https://www.instagram.com/marcie.russell.design). If you have any questions regarding the project or would like to support this work, please drop us an email.

# MARCIE RUSSELL DESIGN



**BLUE & GREEN SPACES**

**KEY DESIGN DRIVERS**

- Improving the categorization & recycling of litter in Cornwall.
- Providing volunteers with an accessible & easy-to-clean product.
- To make use of locally sourced waste materials.

**OPPORTUNITY**

- Innovate litter-picking through customization.
- Enhance user experience through new ways to carry, pick & collect litter.
- Promote litter picking to a wider audience of people.

**KEY FEATURES**

- The Path & Mind app encourages individuals to establish personal objectives concerning spending time outdoors to enhance their overall health and well-being, while simultaneously contributing to the cleanliness of the local environment. By monitoring the duration spent on litter picking, assessing emotional well-being before and after the activity, and fostering connections with fellow community members, users can actively pursue a wholesome lifestyle.

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**PATH & MIND**

SCAN THE QR CODE TO GET THE APP

**EMBRACING THE BENEFITS OF BLUE & GREEN SPACES**

**KEY DESIGN DRIVERS**

- Promoting improved health & well-being through time spent in blue and green spaces.
- Educate people about how to categorize litter for recycling.
- Encouraging people to connect with others in the community.

**OPPORTUNITY**

- Improving engagement & accessibility of litter picking.
- Innovating new ways to get the local community to connect with the environment.
- Tracking personal progress over time.

**KEY FEATURES**

- The Path & Mind app encourages individuals to establish personal objectives concerning spending time outdoors to enhance their overall health and well-being, while simultaneously contributing to the cleanliness of the local environment. By monitoring the duration spent on litter picking, assessing emotional well-being before and after the activity, and fostering connections with fellow community members, users can actively pursue a wholesome lifestyle.

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# PATH AND MIND

RAW IMAGES  
@QUINN\_SHAW\_PHOTOGRAPHY



**PICK IT.  
SORT IT.  
RECYCLE IT.**

# Cornish Lithium

## Change Maker Spotlight

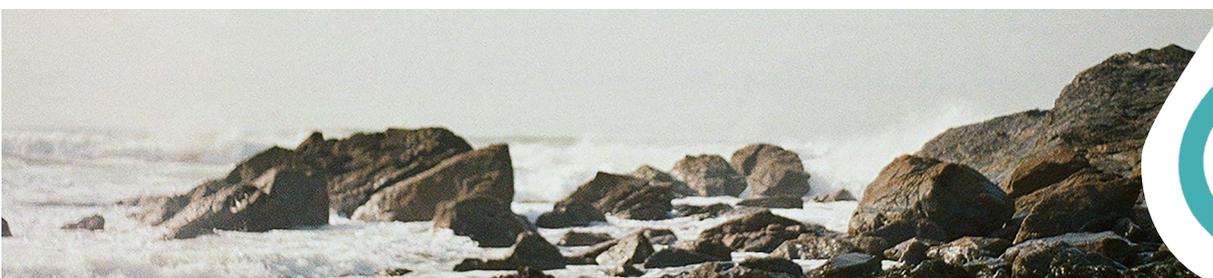


Cornish Lithium is an innovative mineral exploration and development company working to secure a responsible domestic supply of lithium for the UK. Cornish Lithium plans to utilise low carbon extraction technologies to reduce its environmental impact whilst also creating opportunities for skilled careers in the local area. Such a domestic supply of lithium will also strengthen the UK's automotive industry supply chain whilst reducing its carbon footprint.

Cornish Lithium aims to commercially develop two methods for responsible lithium extraction. One is using Direct Lithium Extraction (DLE) technology to extract lithium from geothermal waters deep beneath the surface of Cornwall, with heat as a by-product. The second method extracts lithium from hard rock at a repurposed china clay pit at Trelavour Downs near St Dennis. This method is expected to have a significantly lower carbon footprint compared to other hard rock lithium extraction processes used elsewhere in the world and is expected to commence commercial production at the end of 2026. The hard rock project will also utilise a brownfield former china clay processing site within a kilometre of the mine site which benefits from access to existing infrastructure including port, power and rail.

Cornish Lithium is creating skilled jobs in Cornwall and aims to grow the team from 70 to over 300 by the end of 2026. This development of the Company's projects is expected to provide improved employment and career development opportunities for local people in some of the most deprived areas of Cornwall. To inspire the next generation, encourage curiosity in science and showcase the world-class career opportunities that will be created in Cornwall, Cornish Lithium delivers an active education programme about its projects and development plans. As part of this, school children and college pupils are regularly invited for site tours and the team goes into classrooms and attends career fairs to highlight the qualifications to aim for in order to pursue a career in the modern mineral extraction industry.

Consulting with, listening to and involving the local community is key to how the business operates. Since the Company was founded in 2016, Cornish Lithium has sought to consult with local communities and keep them informed of progress. Frequent drop-in sessions are arranged whereby local residents can meet the team and find out more about our projects. Cornish Lithium also proactively outreaches to local residents, businesses and stakeholders to ensure that they are fully informed and aware of the economic, career and education opportunities offered by responsible lithium production in Cornwall.





Passionate about enhancing and supporting its home county whilst also protecting the environment, Cornish Lithium is proud to be able to lend a helping hand to local charities and initiatives. To date, Cornish Lithium has supported everything from heritage mining trails and community events to wildlife care programmes and environmental causes. Most recently, Cornish Lithium has launched a Community Fund in partnership with the Cornwall Community Foundation. This offers clubs, charities and activity groups that are located in and around Cornish Lithium's project areas the opportunity

to bid for and receive financial support. The fund focuses on organisations that seek to make a positive difference to their communities by enhancing skills and education, upgrading social welfare facilities, supporting industrial heritage and mining history, improving environmental impacts or promoting health and well-being. Please see the company website for details of when the fund is accepting applications and how to apply.

#### Find out more:

**Website:** <https://cornishlithium.com/>

**Facebook:** <https://www.facebook.com/cornishlithium/>

**LinkedIn:** <https://www.linkedin.com/company/cornish-lithium-plc>

## Become a Change Maker Today!

### How can your business:

- Minimise and improve your environmental impact?
- Reach more environmentally conscious customers?
- Contribute more positively to society?
- Support Cornwall's communities and the environment?

Join our Change Makers business network today! With the help of our fantastic business partners over the past year, Clean Cornwall has supported nearly 4000 volunteers to collect approximately 45 tonnes of litter from locations all across Cornwall, ensuring that this rubbish is no longer damaging our local ecosystems.

We've worked with 19 (and counting!) Change Maker businesses over the past year helping to reduce their environmental impact and identify steps towards improved sustainability.

### What are the benefits of becoming a Change Maker business?

Becoming a Clean Cornwall Change Maker is an easy way to become part of the solution by helping to tackle the growing waste issue, while providing the opportunity to evidence your social and corporate responsibility, network and share expertise with likeminded organisations. Change Makers can also access a whole host of other partner benefits including access to exclusive discounts with eco-friendly suppliers and businesses, invitations to regular business events with opportunities to work with industry and sustainability experts and more.

Join our growing family today to make real change happen together:

<https://www.cleancornwall.org/change-makers>



# Interconnected: The Truth About Trees

A deeper look into our symbiotic relationship with trees, and how our efforts to protect them will shape the future.

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*"The true meaning of life is to plant trees, under whose shade you do not expect to sit."*

—NELSON HENDERSON

As the hottest months of the year roll in, us humans continue to flock underneath the trees' shade as we have since the beginning of our existence. But in an age of parasols and staying indoors, we seem to have forgotten the immense importance and complexity of these ancient allies. If we ever hope to reconnect and reintroduce nature into our modern world, we will have to further explore its capabilities, and fully comprehend how our continued existence depends on its preservation.

## The Language Of Trees

It's a common belief that our ability to communicate, move and adapt is what sets us aside from plants and non-animals. This perceived biological superiority is what allows us to deforest, burn and harvest our trees at a merciless scale and pace. Our nonchalance becomes even more evident when you look at the data, as a 2015 study published in the journal *Nature* revealed that since our species began practicing agriculture around 12,000 years ago, we've cleared nearly half of the world's estimated 5.8 trillion trees.

Despite the ancient origins of this symbiotic relationship, there is still a great deal of knowledge that we have yet to learn from them. Pioneers such as Suzanna Simard began to open our eyes in 1997, when the Canadian scientist published the extraordinary discovery that the trees were communicating, and sharing resources through subterranean fungal networks. According to Suzanne, trees are social creatures, linked to each other by networks that are shockingly similar the structure of the human brain. Scientific breakthroughs such as these have helped to spark empathy for our flora, highlighting the sanctity and complexity of non-human life.

So if trees can communicate with each other, can they communicate with us? It's still unclear if there is any two-way line of communication between us and trees that we have yet to decode, however, it is evident that we react strongly to their presence on a biological level.

Studies have shown that simply being in the proximity of trees can have a wealth of benefits on human health and wellbeing. As revealed in 'Forest Trees and Human Health': "plants can have a powerful therapeutic or preventative effect on many people, by reducing stress and helping to improve both mental and physical ability." (Nilsson et al, 2011). It's even been reported that hugging trees increases the levels of the hormone oxytocin in humans, which is the hormone responsible for emotional bonding and feelings of wellbeing, calmness and trust (Das, 2021). One of the primary ways that oxytocin production is increased is through touch, so it's clear that our bodies recognise trees as if they are living and breathing beings, so perhaps they can sense something we don't.



# Art for the Planet

## Environmental conservation through art

Across the globe, thousands of creatives are harnessing their skills to create impactful pieces to showcase the depth of our relationship with planet Earth. In some cases, the piece itself physically intervenes with the destruction of nature - such as Paolo Fanciulli's immense underwater installations.

### The House of Fish Project

Paolo Fanciulli's project aptly named "House of Fish" has been hitting headlines since its creation. The project quickly gained attention in 2019 for its striking visuals and important function. As a fisherman, Paolo has built a career on the seas, becoming a spokesperson for its protection and conservation from threats such as trawling, overfishing and the ever-growing list of pollutants. To combat the relentless destruction of



LA CASA DEI PESCI INSTALLATION: PAOLO FANCIULLI

our oceans and their ecosystems, Paolo set his mind to creating immense sculptures to be homed at the bottom of the sea, creating a beautiful yet devastating obstacle for illegal trawling boats. "The nets are weighed down with heavy chains to be dragged on the sea bottom, so they uproot all the posidonia, the seagrass that is key to the Mediterranean ecosystem because sea bream, lobsters and red gurnards lay their eggs there," he says. In collaboration with several artists including Giorgio Butini, Massimo Lippi, Beverly Pepper and Emily Young, a series of more than 20 enormous marble sculptures have been set in the sand off the coast of Tuscany, each painstakingly hand carved to create surreal underwater scenes and a safer habitat for marine wildlife and flora to bloom.

### BISH Art

Another artist Bonnie Steward, based in West Cornwall, has been recognised in several publications for her intricate pieces made from waste material collected on beach cleans in Cornwall:

"My artwork is created from plastics / waste materials collected on beach cleans (rubBISH), creating original collages from all materials collected in the location I depict; this is easy when beach waste is abundant and when you live next to the coast in Cornwall. I work on large scales, my collages take many months to create, collecting rubbish, cleaning, arranging, and layering.

It is a process that involves patience, meticulousness, and passion for the work I create. In my work you will find crisp packets, toothbrushes, plastic wrappers, tennis balls, fishing equipment and much more. My work is never finished until I find everything, washed ashore, or discarded on the beach.

I am trying to create something that people want to look at, based on something we too often look away from. It is hard to acknowledge the damage and destruction that has and continues to be caused, so BISH is my statement. I aim to capture the beauty of wildlife and sea / landscapes, whilst addressing our shared responsibility to protect, restore and sustain them." Visit Bonnie's website here: <https://www.bishart.co.uk/>



BISH ART

# Clean Cornwall Gear

Get kitted out with Clean Cornwall and Systematic Print



We recently received some fantastic new Clean Cornwall gear, generously provided by Sysyematic Print. These sleek jackets are made using recycled bottles, a fantastic (and comfortable!) alternative to fast fashion. Thank you to Systematic Print for providng us with these lovely pieces. You'll be able to get get your own Clean Cornwall kit from our website soon, so keep an eye on our social media updates to switch the hi-vis for a more Cornwall-inspired litter picking look! Visit <https://www.systematic.uk/> to learn more.





## FOLLOW US ON SOCIAL MEDIA



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### Arrange a Litter Pick

You can organise your own litter pick using the form on our website:

<https://www.cleancornwall.org/litter-picks>

Got a question? Get in touch:

Email: [clean.cornwall@cornwallrcc.org.uk](mailto:clean.cornwall@cornwallrcc.org.uk)

Website: <https://www.cleancornwall.org/contact>

### Join The Change Maker Network

Learn more about how your business can join our growing sustainable network:

<https://www.cleancornwall.org/change-makers>

Clean Cornwall is supported by the Cornwall Rural Community Charity, dedicated to supporting and strengthening Cornwall's Communities to improve quality of life.



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