



case study

environmental sustainability



Objective One is
part-financed by
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The Objective One Partnership
for Cornwall & the Isles of Scilly

TAP ROUTES SUSTAINABLE CAREERS

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the project

A consortium of major conservation organisations developed and implemented the Tap Routes initiative, an integrated training programme focusing on environmental skills. The Consortium included BTCV, Cornwall Wildlife Trust, the National Trust, the Mid Cornwall Ecocentre, Cornwall College, Gaia Trust and the Tavistock and District Conservation Project.

The Programme has invested £236,934 from the European Social Fund (ESF) in the project which has a total cost of £526,520.

Both statutory and NGO beneficiaries gained experience, qualifications, job skills and guidance, whilst making a positive contribution to Cornwall's environment. 55% of trainees went on to paid employment.

measures of environmental sustainability adopted

To promote the prudent use of natural resources

Workshops were provided on composting, waste reduction and energy efficiency as part of the programme. Water was saved via rainwater harvesting and water butt collection for use on the land. Partner organisations have individual environmental housekeeping policies.

To protect and improve the environment

Wide ranging land management and conservation skills and certificates were gained by trainees through the programme by way of practical work improving biodiversity and protecting habitats in Cornwall. There is a policy to purchase green and fair trade goods for the organisation where possible. Local businesses are supported when sourcing seeds, recycling services and some office supplies. The project linked up trainees for car sharing and trainees were provided with information about public transport with travel expenses available to cover these.



benefits of environmental sustainability

There were considerable cost savings from reducing office and project waste and from producing compost from green waste. Equally, promoting car sharing has reduced costs associated with trainee travel, has freed up vehicles for other uses and provided networking opportunities for trainees.

Local sourcing was implemented to support the area's economy but also has the added benefits of improving the profile of the project locally and making the project part of the community.

The partner organisations have experienced improved efficiencies through skill and training sharing which enabled more resources to be directed to land management. This helped partner organisations to better meet their objectives and to secure a pool of local people with the necessary skill base for conservation and land management. The project also had the added value of raising awareness about the work of the partner organisations and the issues involved and expanding knowledge of land management beyond the direct beneficiaries.

In summary the economic benefits of using the environment and environmental sustainability as a vehicle for upskilling has been a significant success



rate for trainees in gaining employment; resource efficiencies and cost savings for partner organisations and a considerable increase in land management hours invested in the environment and economy of Cornwall.

lessons learnt

A Tap Routes beneficiary endorses the programme:
“The help and support I’ve received has been invaluable and with further training has helped me establish an interesting and lucrative career. Without this support this wouldn’t have been possible.”

Betty Levene of BTCV explains: *“Environmental sustainability makes good economic sense. It is important not to see it as a specific add on but as part of how we work. Our environment is central to life on earth and therefore is an imperative and not a choice.”*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.