

HOW WE'RE HELPING THE PLANET

Environmental worries have galvanised dozens of celebrities into backing green initiatives. High-profile actors and musicians from Colin Firth to Stella McCartney have backed everything from electric cars to ethically produced clothing.

SIENNA MILLER ACTRESS

Sienna Miller is an ambassador for charity Global Cool and recently launched carbon-neutral clothing line Twenty8Twelve with her sister, Savannah. As well as recycling and using low-energy light bulbs, Miller doesn't drive a car. With a hectic work schedule, she concedes that air travel is "unavoidable, but I offset every flight I take."

COLIN FIRTH ACTOR

"I'm no eco hero," says Colin Firth, joint-proprietor and "unlikely shopkeeper" of new Chiswick emporium Eco. "I'm capable because I'm a consumer. When you start to think about Western over-consumption and energy wastage it makes you want to improve the negative effects of your complicity in it."

KT TUNSTALL SINGER-SONGWRITER

Not only is Tunstall's Harisden home a paragon of eco-friendly living, her tours and album-production are carbon offset. "The average person produces 11 tons of CO₂ a year," she says. "By going carbon neutral, hopefully people will realise that I'm committed to not causing any further damage to the environment."

JO WOOD ROCK WIFE

The other-half of The Rolling Stones' lead guitarist is devoted to organics and environmental awareness. "I converted the whole family to organic — starting with Ronnie's cigarettes." Her organic beauty business is born of her mantra that "if we work with nature, rather than abusing it, we will all reap the benefits".

STELLA McCARTNEY FASHION DESIGNER

Stella McCartney is tackling "the ecological issue" head-on: "We haven't got time for it to go in and out of fashion; we haven't got time for people to look at it in that fickle way." The sheep vegetarian power-dresser has made environmental concerns key to her business, having included organic fabric in her collections. McCartney recently launched her Care range of organic skin products.



KRISTIN SCOTT-THOMAS ACTRESS

"I love my G-Wiz," says actress Kristin Scott-Thomas of her nippy electric car. The zero-emission vehicle has gained a cult status since hitting the capital's streets four years ago and Jonathan Ross and his wife admit "feeling positively saintly about cutting down the size of our carbon footprint" after buying theirs. Other celebrity G-Wiz fans include Bamber Gascoigne and fashionista Eley Kishimoto.

ORLANDO BLOOM ACTOR

As a committed environmentalist, Orlando Bloom travelled to the Antarctic to witness the effects of global warming up close. "I wanted to see what was at stake. It's easy to sit here and see how the weather patterns are affecting the area, but I wanted to see for myself." He has also built his own eco-home in the countryside, proving that he's more than just a pro-Prius Hollywood celeb.

KATHERINE HAMNETT FASHION DESIGNER

Katherine Hamnett, whose campaign slogan T-shirts have gone some way towards confirming that green is the new black, is a dedicated environmentalist. "The effect of the clothing industry has more impact on climate change than if the entire world signed the Kyoto Agreement," she says. Her response has come in the form of a line of organic, ethically driven clothes. "I want to prove to the industry that there's a viable alternative financial model the world can benefit from."

STING MUSICIAN

Having set up the Rainforest Foundation in 1989, Sting and his wife Trudie Styler are said to have single-handedly fuelled the popularity of buying swathes of the Amazon for conservation purposes. The couple have an organic lifestyle, attributed in no small part to Styler's views. "I'm a control freak and I like to know what's gone into the soil," she says. They even sell organic produce in London: "We're using nature's bounty to give something back to the Earth, and so help preserve its future for generations to come," she adds. It gives a whole new meaning to fields of gold.

DAISY DUMAS



Photo montage: Paul Dallimore

YOUR HOME

- 1 Get a free energy audit at www.energysavingtrust.org.uk.
- 2 Fit a condensing boiler — it could cut £100 off your fuel bill.
- 3 Turn your heating down to 20C and use it only when you need to — saving up to £110 a year.
- 4 Switch off appliances when you're not using them — this could cut eight per cent off your energy bills.
- 5 Install energy-efficient light bulbs — they last up to 10 times longer and save you money.
- 6 Make sure your loft is adequately insulated — it could save £110 off your heating bills, and you might even get a grant — visit www.energysavingtrust.org.uk.
- 7 Fit brush or PVC seals on doors, letterboxes, keyholes and windows. Also draught-proof your windows (saving £10-£20 a year) and seal floorboards and skirting boards.
- 8 If you have a hot-water tank make sure it has an adequate insulating jacket — it could save £20 a year.
- 9 Save £90 on fuel bills by insulating your wall cavities.
- 10 Double glazing cuts heat loss through windows by 50 per cent and could cut your heating bill by around £90 a year.
- 11 Buy energy-efficient appliances — make sure they are A-rated, as these use less energy.
- 12 Don't boil a full kettle — it could save you £26 a year.
- 13 Air-dry clothes rather than tumble drying, and save up to £42 a year.
- 14 Fit energy-efficient radiators, as they can heat up your home faster.
- 15 Fitting a shower could mean you use less water than a bath, as long as you keep it under five minutes.
- 16 Always fill the washing machine, tumble dryer or dishwasher or use a half-load or economy programme.
- 17 Fix leaky taps, and turn them off when brushing your teeth. Also fit a water-saving device from www.watertise.org.uk in your toilet cistern.
- 18 Recycle more of your waste — last year we all saved, in total, the same amount of carbon as taking five million cars off the road.
- 19 Switch to a renewable electricity tariff and buy energy from renewable sources.
- 20 Consider fitting solar water heaters and micro-wind generators. Visit www.energysavingtrust.org for information.
- 21 Drive at 70mph on the motorway — if everyone in the UK did this, it would reduce CO₂ emissions by one million tonnes per year.

Turning eco-friendly home to sharing a

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YOUR TRANSPORT

21 Drive at 70mph on the motorway — if everyone in the UK did this, it would reduce CO₂ emissions by one million tonnes per year.

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