



Annual Review

2007/08

Our Annual Review takes the tree and its growth as its metaphor. Yes – Eden grows up

We've come through the stresses and strains that all new organisations suffer – the growing pains! And what growth it was.

At the beginning, unprecedented interest from the public and press alike nearly brought us to our knees. Ten million visitors and a team of nearly 450 later...

We have coined the phrase 'Eden Grows Up' to describe our next evolution. The infant needs to morph into adolescent (hopefully with a bit

more responsibility!) where the key aspects of our personality and values have been established but everything remains possible.

Try standing on your desk and letting the folds of the Review open and cascade to the floor. Take it home, pin it to the wall and mark off your child's height on it. Return in 12 months and reflect on how much you have grown, in every sense of the word – and we will do the same.

Background & Ambitions

The Eden Trust, an educational charity, was established to build and operate the Eden Project as one of the Landmark Millennium projects to mark the year 2000 in the UK. The core statement of the charitable aims of the Eden Trust is 'to promote public education and research in flora, fauna and other aspects of the natural world'.

In other words the Eden Project exists to explore our dependence on the natural world; rebuilding connections of understanding that have faded from many people's lives. We use the living collection of plants as a canvas on which to tell stories that illustrate our dependence on plants and resources, that we are part of nature not apart from it, and that by working with the grain of nature we can develop more resilient individuals, communities and societies to face the challenges of the 21st Century.

This 'Living Theatre of Plants and People' is based in a worked-out Cornish clay pit in which nestle two vast greenhouses (Biomes), housing plants from around the world, exhibitions, art and theatre. Along with the other buildings like the Education Centre (the Core), the structures that make up Eden have in themselves become iconic and the whole experience is a living demonstration of what ordinary people can do.

Seven years on, with over 9.5 million visitors through the door, the building of the Eden Project has become a symbol of transformational regeneration.

The unique combination of this symbol, the ability to unlock unforeseen, untapped potential within organisations and individuals, and the power of human engagement with a spirit of optimism, fun and hope, provides a platform on which to develop a recognised and influential brand associated with positive social and environmental change.

To progress along this journey we have identified three essential elements to our approach which this review will cover in greater detail:

- Educational programmes
- Operational practice & working in the Community
- Eden as a convenor and agent for change

There is always a strong connection between these activities in that they all integrate to enhance and develop the current destination, but also move much more substantially beyond the current visitor destination to reach new audiences. It is to this aim that we set the priorities for the forthcoming year.

Priorities for the coming year

Eden's main priorities for the coming year are:

To be more proactive in the approach to individual fundraising with a re-launch and expansion of the existing Eden Friends membership scheme in order to get more people engaged with the charity and the issues

To step up our involvement in local community issues and development including the regeneration of St Austell and the surrounding Claylands area

To expand our support for children's learning and engagement outside school frameworks, including working with other groups such as scouts and guides

To develop new income streams to support the educational work of the charity in the medium term including consultancy and retail development

To further develop Eden's Mud Between Your Toes programme and Play activity and to take these out to communities beyond the boundaries of the Eden site.



*2007 saw the launch of
our Den Building campaign.
35,000 people attended
but more importantly
it encouraged kids to
engage with the outdoors
and get muddy!*

Achievements/Performance – Education

Eden's education programmes present the need for environmental care to the widest possible public audience through celebrating what nature gives us – the focus is unashamedly on love and awe rather than guilt and fear, weaving expertise in horticulture, arts, media, science, technology, education and commerce in order to raise awareness and inspire people to action.

The aim is to make the visitor experience personal, relevant and thought-provoking; in short, a voyage of discovery across major themes of great significance for this century and beyond:

- Climate change and energy
- Food, nutrition, health and well-being
- Biodiversity
- Natural resources

We seek to make the issues personal and relevant to visitors by making connections between their everyday lives and, for example, tropical rainforests. We encourage individuals to feel that it is worth getting involved because they can make a difference. It is also essential that the education mission supports our revenue needs by producing material that is attractive and engaging and helps maintain visitor numbers.

We use one of the oldest forms of communication: storytelling, which helps to provide a sense of meaning in a world where fact alone is not enough to change it. We work with artists to create 'signposts' to new attitudes and ways of thinking. We work with the Sensory Trust to find creative approaches to physical access and sharing information. Interactivity so often means 'computer' these days. We prefer to communicate face to face where we can.



Key impacts

1.16 million visitors (1.16 million 2006/7)

90% (88% 2006/7) of visitors 'very' or 'quite' satisfied, and 96% (96% 2006/7) said they would recommend Eden to friends and family

622 school visits (545 2006/7) involving some 33,408 (28,940 2006/7) children

Approximately 25,000 schoolchildren in 400 schools on 3 continents working together as part of the Gardens for Life activity

10,978 visits from formal tertiary institutional education centres (8,776 2006/7)

A further 36,014 visits from students in Further and Higher Education visiting in an independent capacity (37,559 2006/7)

13 (11 2006/7) new titles published under Eden Project Books banner

1 Children from [Guru Harikishan school in India](#) partake in Eden's international Gardens for Life programme, connecting kids with growing food and global communities

2 Young people taking part in [Survive and Thrive – The Raft Building Challenge!](#)

3 Where else could you learn about the effects of [climate change](#) and ice skate at the same time!

The core of Eden's educational activity is delivered through the following three broad programmes:

Gardens for Life

Eden's 'Gardens for Life' programme co-ordinates school gardening and educational activities across three continents: Europe, Africa and Asia. 25,000 children at 400 participating schools in the UK, Kenya and India are encouraged to explore global citizenship and their interdependency by growing food crops and other plants, and comparing their experiences. An independent evaluation of the programme, by the University of Exeter, indicates that the shared goal of 'growing of food' creates a strong sense of 'community' between the participating schools, and the practical activities associated with establishing and maintaining a school garden have been shown to be beneficial in helping some pupils with learning difficulties, to overcome their low self-esteem.

Mud Between Your Toes

Against the background of climate change and other global challenges there is also a quiet epidemic going on closer to home – our children are increasingly growing apart from nature, from each other and from us; glued to screens of all sorts; in a word – disconnected. Mud Between Your Toes aims to enable young people to experience, understand and celebrate their sense of place and purpose in the natural world and human community, locally and globally, linking the global perspective provided by Eden with young people's own environment. It encourages experiential and creative approaches to learning in outdoor spaces – building knowledge and understanding of personal connections to distant places and the local area, skills for outdoor learning and play, and the motivation, self-esteem and self confidence required to work with others and to make positive choices for a sustainable and positive future.

This year we have complemented this work with a major new focus on play: 'Changing the state of play'. The essence of this project is to connect children to nature through play, focusing on the design of innovative nature-based play areas and activities for community groups across Cornwall, Devon and the Isles of Scilly. Eden is acting as a test-bed for structures and spaces that can be replicated by community partners.

Climate Revolution

We are already facing times of unprecedented change. We are seeing revolutions in science and in the economic and political maps of the world alongside threats such as pandemics and the 'demographic time bomb'. On top of this comes climate change, bringing with it challenges such as coping with refugees from environmental disasters, finding workable new energy technologies and financing the infrastructure improvements needed in the light of more unpredictable weather. The political and financial responses to these threats are emerging, and are already beginning to change the world. Together these forces are likely to lead to a level of social change equivalent to the industrial revolution – the Climate Revolution.

Our programme of work in this area ranges from educational projects with schools, the exploration of new technologies for a low carbon world, and public events such as the Sexy Green Car Show.



25,000

children at 400 schools in the UK, Kenya and India participate in Gardens for Life

The essence of this project is to connect children to nature through play, focusing on the design of innovative nature-based play areas and activities for community groups across Cornwall, Devon and the Isles of Scilly.

¹ Kids love getting dirty as part of our [Mud Between Your Toes programme](#)



Achievements/Performance – Operational practice & working in the Community

As an environmental educational charity and a social enterprise, Eden puts sustainability at the heart of its operations and business practice and seeks to inspire others and spread its influence beyond the site. In delivering on our charitable aims, we are continually formulating and testing ideas on what good practice will look like tomorrow and seeking to make this an essential part of Eden's public education activity with exhibits and interpretation extending across the Eden site.

Energy

This year, we have re-focused our energy policy on three major strands: to reduce energy use wherever possible, to replace as much of our fossil fuel supply as possible with on-site or near site renewable generation, and to adopt energy as a major theme of interpretation. To this end, an energy manager has been recruited to look for ways to reduce consumption and wastage. The feasibility of installing a large wind turbine on site is being explored and we are developing Climate Revolution as one of our three educational programmes on site.

Resource Use

Our waste management policy seeks to take account of the full range of waste impacts from the operation of the site. The aim is to minimise the overall level of waste produced and then to prevent as much of that from ending up in landfill as possible by re-using it on site or sorting and recycling.

Of the 385.8 tonnes (400.9 tonnes in 2006/7) of waste produced by Eden in the year 47% went for recycling and a further 7% was composted in house, an improvement on the combined total of 46% in 2006/7.

During the year the in-vessel composter processed 28.5 tonnes of food waste from Eden's catering outlets that previously were sent to landfill. Combined with other compostable materials including 7.1 tonnes of green waste, a total of 15.5 tonnes of compost has been produced for use on site.

Key impacts

385.8 tonnes of waste produced, down 4% on last year's figure of 400.9 tonnes. Of this 210.5 tonnes or 55% (46% 2006/7) was either sorted and sent for recycling or was composted in the in-vessel composter

100% green tariff electricity purchased

43.6% of water needs provided from grey water harvested on-site with the associated energy savings this delivers (43% 2006/7)

11.6% of visitors came by means other than car (13% 2006/7)

16.4% of groups include visitors with special needs (16% 2006/7)

Over £102 million of incremental economic value for Cornwall from visitors specifically coming to see Eden which manifested itself as additional income for a wide range of local businesses

Local sourcing from Cornish suppliers accounted for 82% of total catering supplies and 43% of total procured



218.9

tonnes of products were sourced from recycled materials

1 'Eden suddenly gave us exposure to a vast number of people and we now have a six-fold increase in bulb sales through Bulb Mania' [James Hosking](#), Partner at Fentongollan

2 'There is no doubt that supplying Eden has been a significant boost to our growing success – Thank you' [Bill Clarke](#), Marketing Director Trewithen Dairy

3 Eden trials of naked barley at the [Buscombe's farm](#) at Newquay

As part of our approach to responsible resource use, Eden has created and practices the concept of Waste Neutral in its operations. The Waste Neutral philosophy builds on the traditional hierarchy of reduce, re-use and recycle, with a crucial extra component – reinvest. After focusing on the need to reduce the use of materials and then re-use as much as possible, it acknowledges that, at end of life, products need to go for recycling, but to close the loop there has to be a reinvestment by buying back products that have recycled content – becoming Waste Neutral.

Waste Neutral balance sheets compare the weight of recycled materials brought on to site in any period to the weight of materials that left the site (through both recycling and disposal). We are able to identify those materials where the resource balance between inward and outward streams works (e.g. metals), and those where there is a mismatch between recycled products and the amount of waste produced – such as plastic. We then specifically targeted these difficult-to-recycle materials. For 2007/8 we sourced 218.9 tonnes of products made from recycled materials.

Water

Eden has three water sources – potable (mains), ground and rainwater. We use rainwater captured on our Biome roofs for humidification and irrigation in the Rainforest Biome and ground water for site-wide irrigation and toilet flushing to reduce the demand on potable water. We have upgraded our treatment systems in the last year to improve the quality of both the harvested rain and ground water. Total potable water usage for the main Bodelva site was 10,621 cubic metres, marginally less than last year. Including our Watering Lane Nursery the total was 18,655 cubic metres, up 1.9% on last year. A total of 14,440 cubic metres of treated groundwater, 43.6% of total usage, was used for toilet flushing. This underestimates our use of harvested water, as we do not presently record the volume used for irrigation.

Local sourcing and supply chain

Our commitment to local sourcing is at the very heart of procurement at Eden. Since March 2001 we have had dealings with nearly 3,000 suppliers. Many are the best in the business locally and we are proud that 82% of our catering supplies are sourced from Cornwall-based businesses. Together with the 39% of all other purchases, this gives an average of 43% of total purchases made from Cornish businesses.

Although we are a major consumer of goods and services in the South West regional economy, spending over £6 million a year with local firms, our commitment to regional business is more than just simply buying their products and services. At Eden we are always keen to encourage and support our suppliers to pursue sustainable best practice in addition to satisfying the traditional benchmarks of good quality, competitive price and outstanding service.

We also work with a number of businesses to develop exclusive products, some to be marketed under the Eden name which can initially be made available on site and, if successful and appropriate, more widely.

Community programmes

Eden's Great Day Out programme continues to grow and reach significant numbers (300 to date) of hard-to-reach offenders, people at risk, homeless and excluded children from across Devon and Cornwall and having a marked and lasting impact on their wellbeing, their hopes and aspirations, resulting in some tremendously powerful stories of recovery and change.

Growing for Life began by working with offenders in Dartmoor Prison to grow high-quality food in the harshest of conditions for supply to local people in a food box scheme, called 'Peas Release Me'

by the prisoners. This success has led to further engagement with Exeter and Channings Wood Prisons in Devon (and other institutions in the UK) in order to set up a regional approach to skills, resettlement and re-offending. As a result substantial funding has been secured to set up a regional social business working with released offenders and those at risk of offending, starting with a market garden at Occombe Farm near Torbay.

Our New Ground Project has allowed us to strengthen our role in helping communities get back on their feet, partnering Eden with a deliberately eclectic mix of people who all approach rural community regeneration from a slightly different angle. Under this project Eden supported two major events in 2007 – WildWorks' Cornish production of Souterrain and the third Sense of Place Conference – a partnership event with the Sensory Trust.

Eden's Greenhouse Gas Emissions

Eden's emissions are calculated based on DEFRA's April 2008 Guidelines for Company Reporting on Greenhouse Gas Emissions, with additions where DEFRA does not yet give guidance, such as for biodiesel and mains water. We include all fuel sources and refrigerants used directly by the Project. As we buy green tariff electricity that specifically includes the rights to Climate Change Levy Exemption Certificates (LECs), electricity use is rated as zero emission. This year, we have added mains water use, to reflect the fact that we try to use treated water only where necessary: for cooking and drinking. Our EN4214 compliant biodiesel is produced from 100% waste cooking oil, for which we have applied an 85% emission saving.

The headline looks good: our emissions are 17% less than last year, due to reduced gas use, and fewer flights taken for business travel. However, all is not as it seems. The reduced gas figure is partly due to faulty metering in 2006/7 inflating that figure rather than a real reduction. As to the apparent improvement in flights: we are not satisfied that a new accounting method captured them as effectively as we hoped. 100% green tariff, electricity use actually increased by some 10% this year as the skating rink was kept in for longer time. A full-time Energy Manager has been recruited to improve monitoring and reporting.

All these emissions are offset by the purchase of an equivalent tonnage of credits in carbon reduction projects through Climate Care. It is Eden's policy to drive the organisation to reduce greenhouse gas emissions to a minimum wherever possible. The ability to offset the residual balance of emissions in no way mitigates any failure to stick to this stated ambition.

An absolute carbon dioxide figure is not on its own particularly useful as it does not aid in comparison with other organisations nor does it help answer the question of how efficient we are. At present there is no generally accepted measure or metric nor are many organisations publishing such statistics at all. As a starting proposition Eden has decided to divide the total carbon tonnage figure by the number of visitors in the year which gives us 1.6 kgs of carbon per visitor (1.9 kgs for 2006/7).

Eden's Greenhouse Gas Emissions

2007/08				2006/07	
Source	Units	Conversion factor	tonnes CO ₂ e	Units	tonnes CO ₂ e
Petrol (litres)	10,168	(1) 2.315	23.5	13,791	37.0
Diesel (litres)	41,990	(1) 2.63	110.4	31,501	84.4
LPG (litres)	21,295	(1) 1.51	32.2	12,772	19.2
Biodiesel (litres)	14,483	(2) 0.39	5.7	2,636	2.1
Water (from mains)	18,655	(3) 0.177	3.3	–	n/a
Staff & Volunteer business mileage	113,319	(4) –	39.7	92,089	35.8
Business flights	–	(4) –	102.9	–	253.2
Gas (KWh)	4,585,828	(1) 0.21	944.7	6,371,397	1,210.6
Electricity (KWh)					
Green tariff	5,102,640	(1) 0.00	0.0	4,611,947	0.0
Heating Oil (litres)	208,665	(1) 2.52	525.4	210,313	563.6
Refrigerants (Tonnes)					
R134a	0.0160	(5) 1,300,000	20.7	0.00730	9.5
R404a	0.0048	(5) 3,260,000	15.5	0.00496	16.2
R407c	0.0213	(5) 1,600,000	34.1	–	n/a
Total			1858.1		2,231.6

1. Fuel conversion factors taken from DEFRA's 2008 Guidelines for company reporting on Greenhouse Gas Emissions

2. DfT Jan–2008 carbon reporting guidance
3. Conversion factors from South West Water used to calculate potable water CO₂ equivalent

4. Climate Care calculator used to evaluate impact of business mileage and flights

5. Conversion factors from engineering toolbox.com or R407C – The Engineers Guide Mitsubishi air conditioning

Achievements/Performance – Eden as convenor and agent for change

In the last year Eden has been an inspiring venue for a number of important events that demonstrate Eden's potential to become a centre for dialogue and debate, working with partners to bring together people who sometimes find themselves separated by walls of rhetoric.

On 1 May 2007, working with Business in the Community, the Carbon Trust and the South West Regional Development Agency, we hosted 120 business leaders from the southwest as part of the Prince of Wales Business Summit on Climate Change. Following this, our supply chain project team worked with Business Link, Cornwall Enterprise and Combined Universities in Cornwall to bring together small- and medium-size enterprises across Cornwall to explore how they best respond to climate change.

We celebrated the success of our Waste Neutral programme in September by convening waste experts from across the country for a 2-day conference. Topics discussed ranged from the national policy debate on waste and where solutions might lie to the specific lessons learnt from our Waste Neutral initiative and the hurdles overcome in its ongoing development.

In October, we partnered with the newly formed Applied Research Centre in Human Security (ARCHS) at the University of Coventry, the UN Global Compact and the Winston Centre for Leadership and Ethics at Boston College to host an international conference entitled 'A Conversation about the Future'. Topics included financing the future, climate change and energy, individual and community action, design and construction, consumerism, sustainable cities, beyond supply chain management and organisational change.

Working with the Cornwall Play Strategy Partnership, in February we launched the Play Strategy and celebrated the award of £1.7 million for Cornwall's play development. Bringing together Cornwall's six District Councils, Cornwall County Council, voluntary groups and Play England, the launch event was attended by key decision-makers from across the county to develop the long-term aims of the Play Strategy – helping to make sure that young people have interesting and exciting things to do outside school, providing more places for children to play safely.

Eden has also been working internationally. Our Post-Mining Alliance team convened an international roundtable on addressing the problems of mining legacy in Toronto in March, working with the World Conservation Union and the International Council on Mining and Metals.



1 Eden Project Team as facilitators for the [Public Awareness and Education Strategy for Sustainable Development](#) in the Seychelles 2008

2 Participants at the [ICMM-IUCN International Roundtable on the Restoration of Mining Legacy Sites](#), organised by Eden's Post-Mining Alliance

How You Can Help Eden

The Eden Project is an educational charity. The cost of running Eden and delivering all the current charitable activity is currently some £20 million. £15 million of this comes from the visitors to the Eden site and the business that is the Eden destination.



This covers our core operating costs and some of the delivery of our charitable aims. The 25% balance, which represents some £5 million per annum, needs to be found each year. This comes from several sources including fundraising and from more 'commercial' activities such as Eden Sessions (concerts) and functions.

In order to continue providing educational programmes and to maintain our research, conservation, environmental, social and sustainability projects in the UK and around the world we need support.

Volunteering

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.

During the year 196 volunteers helped us to achieve our mission and as of March 2008 we had 150 active volunteers. Over the next twelve months we intend to expand Eden's volunteer programme.

We also offer opportunities for work experience and internships for students who wish to work on a specific project to further their studies.

Our work and successes are only possible thanks to the generosity of our donors, supporters and volunteers.

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, 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, marketing, general administration or onsite teams as an integral part of the organisation.

Eden is a charitable trust because we believe it should belong to everyone; its future belongs to you.

Chief Executive's overview

Friday, 17 October 2008 marks the 10th anniversary of the day Eden moved into Bodelva Pit and began the journey from a big idea to the thriving organisation it is today.

July 2008

Our 10 millionth visitor is welcomed by the team



Eden's passion for mixing people and ideas together in unlikely combinations, freed from traditional disciplines, has led to a startling array of dialogues, events, programmes and insights. You will see in this report that there are many external projects ranging from tiny interventions to large programmes. All of them have an internal Eden champion, but we are a small team, so our capacity to expand is limited.

This is, however, part of our thinking. At the outset we always said that we should be 'activists' in the sense of starting things, demonstrating that they work (or not) and then handing over to others better suited to running them. It is our defence against building a giant institution which would kill our instinctive curiosity and set us up in competition with others. Never do something others can do better is a mantra here. The real driver is the power of example.

Eden, the destination, is the shop window for many of our ideas. Its creation and operation has in itself provided us with our most fundamental learning in mastering huge technical, social and operational challenges. It has taught us about true consultation and collaboration, and how to draw the very best out of those who have joined our adventure. The excitement that is the Eden Project is a product of who we are and our can-do attitude.

If the act of building and operating Eden taught us many things, the quest to involve people taught us

even more and took us in unexpected directions. While science centres invested in digitising the world, we took the view that only by doing things would people become engaged. We invested in people not machines, and launched programmes like 'Don't Forget Your Leech Socks' (a survivalist's challenge for children in the jungle), and 'Crazy Chef Challenge' (where children have to find the ingredients of a great cake from among the plants). Finally we launched a programme under the umbrella title of 'Mud Between Your Toes', based on the idea that we needed to reconnect children with the outdoors and hence with the environment. Summer-long invitations to families to take part in Den Building, storytelling, cookery and other workshops encouraging making things and play; their impact both within Eden and in the communities nearby (where we often host special days and weekends) has been transformative.

Of course sustainability lies at the heart of Eden. Our Waste Neutral programme is an industry leader; we are constantly evolving our approach to sustainable construction, energy use and so on and are considered highly influential in these fields also. As large employers we are constantly exploring better ways of organising ourselves and operating so as to provide the widest possible benefits to our community. That is why Eden is considered to be an exemplary Social Enterprise.

At the time of writing Eden has welcomed its ten millionth visitor, we have generated additional wealth



in Cornwall of £839m since we opened, and we have 450 team members. We have taken massive strides in putting ourselves on a stable financial footing, so the team undertook a review of where we are now and where we should go next, under the title 'Eden Grows Up'. What we have learned is that if we list all the things we do it appears like a massive wall of background noise without any linking DNA. Dig deeper, however, and the projects all fall into a few categories: the transformative power of regeneration; the creation of 'added value' through collaboration; the exploration of the power of narrative as an agent for change – storytelling.

In sum, Eden is about Education in the widest sense: about making the connections between us and the natural world and demonstrating our dependence on it; about showing how significant things, impossible for an individual, can be achieved by individuals acting in concert; and about developing the story that involves us in the challenge in such a way that we can see ourselves inside the story. Our future depends on the stories we tell ourselves, stories that see nobility in our connection to nature. If we believe in them and act upon them we will have one.

Tim Smit
Chief Executive, Eden Project

Highlights of the year

April 2007

First ever Sexy Green Car Show held at Eden



Sexy Green Car Show

'You can have any colour you like, so long as it's green,' as Henry Ford might have said, especially since the original Model T was designed to run on plant-derived ethanol.

Despite the rise of air travel, by 2010 85% of CO₂ emissions will still come from road transport. Oil prices are likely to remain high, so clearly it would be smart to embrace efficient car technology as quickly as possible. Policy measures, such as the UK government's efficiency labelling scheme, company car tax and vehicle excise duty changes, and the EU End of Life Vehicle Directive, all help, but consumers remain confused, while cars in the same class and similar in appearance can vary enormously in fuel efficiency. Further, 'green' cars have been thought of as less sexy, with poorer performance than conventional models.

At our rural site, we are acutely aware of our dependence on the private car. Despite incentives not to do so, 86% of visitors still come by car. For most of us, not driving is not always an option. So we put on the world's first green car show from 30 March to 15 April 2007.

We had 64,000 visitors (some of whom actually bought cars) and the show was a great media success, with extensive coverage on TV, radio and in the press, both at home and abroad.

'If the thought of visiting a car show fills you with dread, then the Eden Project has come up with the antidote'

(Guardian)



64,000

visitors to the Sexy Green Car Show



June 2006

New education building, the Core, is opened by the Queen



Arrival of the Seed

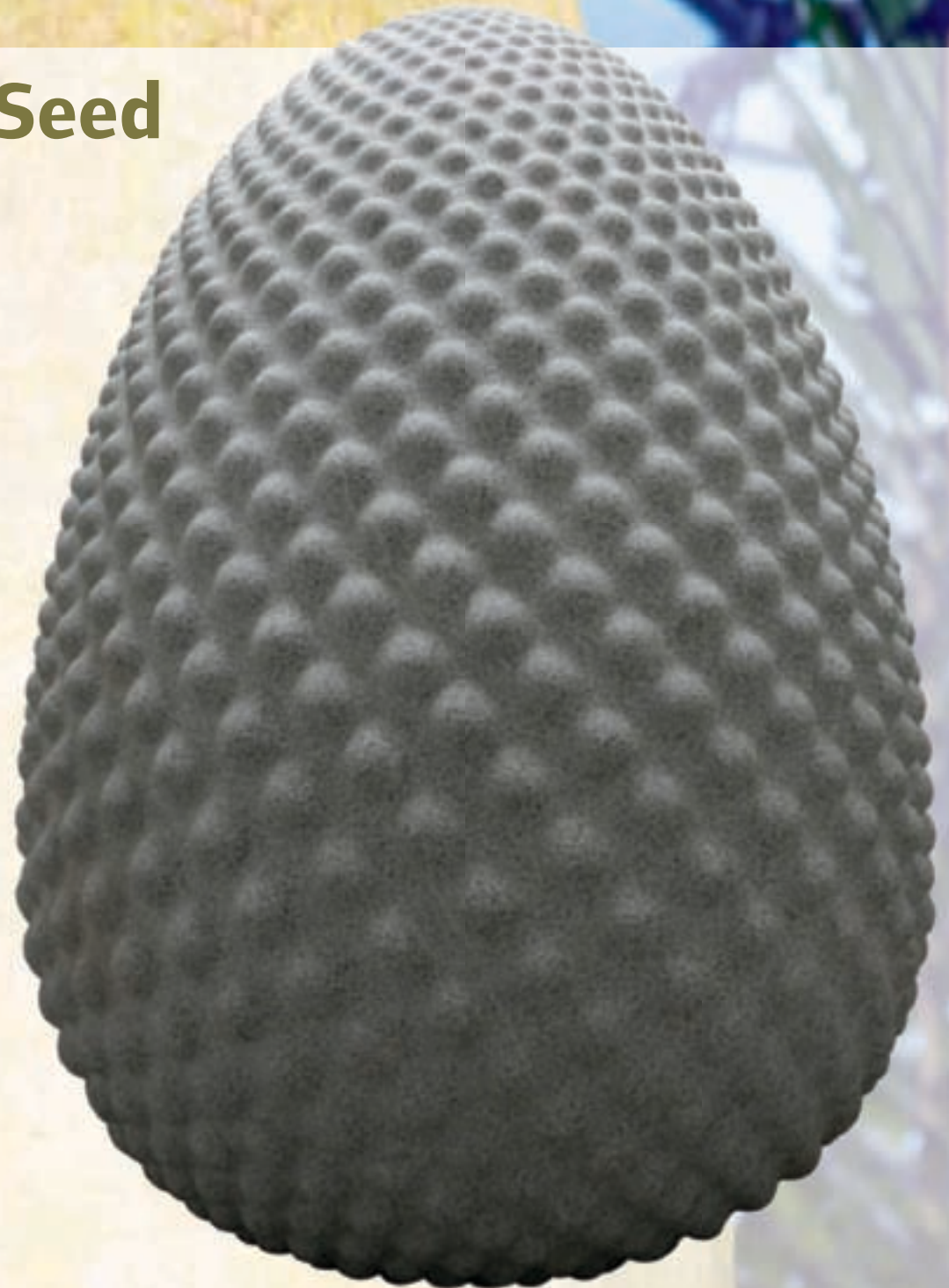
A highlight of the year was the arrival of the Seed, the extraordinary 70-tonne sculpture hewn from Cornish granite over a two-year period by Peter Randall-Page to be the heart of the new Core building. This also provided us with the opportunity to run a fantastic education project with Cornish schools focused on biodiversity.

Ten schools from the St Austell area joined with us to create a procession of 'earthlings', representing all living things on the planet. Each class worked with an Eden artist in the weeks before the procession to create sculptures on a grand scale – including a huge butterfly, giant daisies and an enormous lobster! On the day a rainbow procession of over 600 young people followed the Seed into the pit with drumming from the Dhol Foundation.

The Seed had an impact far greater than we could have foreseen. It has substance of another kind too; understood by all those who see it, who run their hands over its curves, who look up and see the shadows changing with the movement of the sun, see sand dunes and oceans, see symmetry and chaos. They know that this is important. It is a narrative for our age, of beginnings, of birth, of knowledge. It satisfies because it performs the role of all great art; it is at once a statement and a question, where awe and hope meet as strange yet comforting bedfellows.

July 2005

Africa Calling festival at Eden as part of the global Live 8 event



Den Building

November 2004

Launch of our annual 'Time of Gifts' winter season



Dens, tree houses, that secret spot under the hedge – finding, creating and utilising these spaces requires a great dollop of imagination and building prowess, and often some crafty social skills. This summer at Eden we invited families to re-awaken the brilliant tradition of den building and make the outdoors great again – and they loved it.

Offering den building as a peak-season activity was no mean feat, and required our savvy production team to pull together (read 'scrounge') a vast range of materials including old sails, bamboo, camouflage netting and all sorts of recycled bits and bobs.

It was great fun for all 35,000 people (children and their families) involved and we are planning to do it again next year, but there was a serious reason for doing it. Den building is an offshoot of our Mud Between Your Toes programme, set up to address the fact that there is a generation of children who are spending less and less time outside. We know that play is important and that playing outside is crucial to reconnecting us with nature and the world we live in.



The Art of Climate Change

The 'Art of Climate Change', the culmination of over two years of planning by Eden and Cape Farewell, made its first appearance at Eden during 'A Time of Gifts', the winter season. Cape Farewell brings artists, scientists and educators together to focus on the High Arctic, and so raise awareness about climate change. Notable among highly effective work by Clare Twomey, Max Eastley, Vicky Long and David Buckland was Clare Twomey's haunting installation which consisted of over 9,000 tiny flower heads made from china clay and 'planted' along the flower beds that lead from the Core (education building) to the ice rink. In order to communicate the idea of transience and the fragility of nature in the face of climate change, the flowers were unfired, and so the torrential rain over Christmas saw their fitting but sad demise as they slowly leached their way back into the soil of Eden.

Cape Farewell brings artists, scientists and educators together to focus on the High Arctic, and so raise awareness about climate change.



July 2003

Jungle Season launched to the public and the first Rainforest Canopy Conference with scientists from around the world



Mud Between Your Toes – Working with young people

August 2002

First Eden Sessions concerts with national and international stars playing in the arena



Eden's Mud Between Your Toes programme runs courses for primary and secondary school children and for young people from disadvantaged backgrounds to help develop self-esteem, confidence, social thinking skills and raise environmental awareness.

As part of this programme Eden partnered with Bishops Forum Activity Centre in Cornwall to create 'Survive and Thrive', a residential camp that explores the powerful mix of outdoor pursuits in a combination of physical, mental and team challenges. Survive and Thrive aims to inspire young people to appreciate the natural world, build strong bonds, mutual support and communication within a team and is particularly positive for vulnerable and struggling young people.

In 2007, 30 teenagers from a local secondary school took part in a successful pilot programme:

'Survive and Thrive has helped me trust people, I'm not completely stupid and I realise I'm not pointless.'
'I've learnt to accept people different from me for who they are.'

Another activity is 'Stuck in the Mud', a multi-day programme for 10- and 11- year-olds which uses a challenge to link learning experiences at Eden, in the outdoors and back at school. The activities all encourage immersion, discovery, exploration, fun and teamwork. The programme aims to grow children's understanding of their place in nature and all humans' dependence on it and to give an opportunity to

translate their learning experience into action in their own place.

During the year three local primary schools (100 children) took part in a successful pilot. The children explored the rainforest at Eden, built shelters, created food chains, made woodland music, crafted wildwood hats, built baskets and picked litter and planted trees in their school grounds. Here are some of their quotes:

'Working as a tribe was sometimes problematic but once we got it sorted out we were fine.'

'I learnt that people and plants are all connected, we couldn't live without them.'



Survive and Thrive aims to inspire young people to appreciate the natural world, build strong bonds, mutual support and communication within a team and is particularly positive for vulnerable and struggling young people.



Summary of Eden's finances

For Eden, as for any charity, long term cash solvency whilst also maximising delivery against charitable objectives, is key. In any given year one might expect to see an excess of expenditure over income. What this means in practice is that Eden needs to generate sufficient cash surpluses from the visitor destination and related income streams to service commercial loans and to maintain the asset base. Any surpluses will be reinvested in furthering the charitable mission. These surpluses will not be sufficient to cover all the costs of Eden's wider educational and charitable objectives and ambitions and therefore the need for significant revenue fundraising programmes will continue.

In the year ended 30 March 2008 Eden had Net Outgoing Resources of £1.3 million, after charging net depreciation of £3.8 million. The core activities of Eden generated a surplus in the year with total income exceeding total expenditure by £2.5 million.

Sources of income

Total available income in the year, excluding £7.3 million in respect of the lease financing arrangement and related asset accounting, was £22.3 million. Of this some 75% came from visitor-related income at the Eden site and the associated Gift Aid. The balance was made up of 17% from fundraising activity and 8% from other income-generating activity such as Eden Sessions (concerts), functions and consultancy.

Analysis of Expenditure

Total expenditure in the year, excluding £10.2 million in respect of the RBL lease financing arrangement and related asset financing and depreciation, was £20.7 million. Some 78% of this was on the delivery of the educational mission and a further 14% on the maintenance of the Eden site. The balance of 8% was made up of governance and administration costs together with costs associated with the generation of other income streams such as the Eden Sessions (concerts).

Income Breakdown £22.3m Period Ended 30 March 2008



Expenditure Breakdown £20.7m Period Ended 30 March 2008



Cash flow

In the year ended 30 March 2008 Eden had an overall cash inflow of some £1.9 million compared with an outflow of £0.6 million in the previous year.

Summary of cash flow	March '08 £000's	March '07 £000's
Net cash inflow from core activities	1,452	2,759
Net interest (cost)/receipt	(459)	6,144
Net investment in fixed assets	365	(1,051)
Loan repayments	532	(8,435)
Net cash inflow/(outflow)	1,890	(583)

Notes:

1. Net interest on debt was positive in 2007 because of the receipt of a one-off rebate in respect of the RBL lease arrangement.
2. Net investment in fixed assets in 2008 was positive due to the timing of the receipt of grants in respect of expenditure incurred in 2007.
3. Total debt increased by some £0.5 million in 2008 as part of a bank refinancing arrangement having been reduced by £8.4 million in the previous year.

March 2001

Full public opening of the Eden site



May 2000

Big Build exhibition opens to the public as a unique 'hard hat' experience



Consolidated statement of financial activities for the period ended 30 March 2008

	Unrestricted funds 2008 £	Restricted funds 2008 £	Period ended 30 March 2008 total £	Period ended 25 March 2007 total £
Incoming resources				
Incoming resources from generated funds				
Voluntary income	124,394	–	124,394	317,635
Investment income	3,442,994	–	3,442,994	3,452,411
Incoming resources from charitable activities	25,754,914	228,293	25,983,207	25,546,229
Other incoming resources	10,588	–	10,588	12,088
Total incoming resources	29,332,890	228,293	29,561,183	29,328,363
Resources expended				
Costs of generating funds				
Costs of generating voluntary income	128,615	–	128,615	164,368
Charitable activities	30,500,800	228,293	30,729,093	28,769,641
Governance costs	51,356	–	51,356	45,450
Other resources expended	–	–	–	72
Total resources expended	30,680,771	228,293	30,909,064	28,979,531
Net (outgoing)/incoming resources before transfers	(1,347,881)	–	(1,347,881)	348,832
Gross transfers between funds	2,178,341	(2,178,341)	–	–
Net (outgoing)/incoming resources	830,460	(2,178,341)	(1,347,881)	348,832
Reconciliation of funds				
Total funds brought forward	3,426,078	27,116,505	30,542,583	30,193,751
Total funds carried forward	4,256,538	24,938,164	29,194,702	30,542,583

October 1998

The construction team starts work in the pit



Consolidated balance sheet at 30 March 2008

	Consolidated at 30 March 2008 £	Charity at 30 March 2008 £	Consolidated at 25 March 2007 £	Charity at 25 March 2007 £
Fixed assets				
Tangible fixed assets	92,945,848	5,564,289	99,143,752	5,564,289
Intangible fixed assets	–	–	31,489	–
Investments	42,021,159	3	41,885,418	3
Total Fixed assets	134,967,007	5,564,292	141,060,659	5,564,292
Current assets				
Stocks	416,744	–	389,667	–
Debtors	1,485,580	41,472,118	1,416,979	42,157,462
Cash at bank and in hand	990,647	–	1,914	1,914
Total Current assets	2,892,971	41,472,118	1,808,560	42,159,376
Creditors: amounts falling due within one year	(3,109,544)	(69,669)	(4,499,983)	(211,897)
Net current (liabilities)/assets	(216,573)	41,402,449	(2,691,423)	41,947,479
Total assets less current liabilities	134,750,434	46,966,741	138,369,236	47,511,771
Creditors: amounts falling due after more than one year	(52,612,468)	(2,800,000)	(51,770,917)	(3,364,260)
Deferred income	(52,943,258)	–	(56,055,730)	–
Minority interests	(6)	–	(6)	–
Net assets	29,194,702	44,166,741	30,542,583	44,147,511
Funds				
Restricted funds	24,938,164	24,938,164	27,116,505	27,116,505
Unrestricted funds	4,256,538	19,228,577	3,426,078	17,031,006
Total Funds	29,194,702	44,166,741	30,542,583	44,147,511

Who's who and List of Funders 2007/08

October 1996

Sketches of Eden drawn on a napkin at RIBA by Andrew Whalley, Tony Hunt and David Kirkland



Directors and Trustees

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'.

Lord George of St Tudy – Chairman
Sir Ronald Hampel (retired 30 June 2007)
Richard Cunis
Professor Alan Livingston
Lucy Parker (appointed 20 August 2007)
Simon Robertson
Sir John Rose
Anthony Salz

Eden Project Limited

Executive directors

Tim Smit – Chief Executive
Gaynor Coley – Managing Director
Peter Cox – Finance Director
George Elworthy – Operations Director
(resigned 1 June 2008)
Tony Kendle – Foundation Director
David Meneer – Marketing Director
(resigned 14 September 2007)

Non-executive directors

Ken Hill – Chairman
Richard Eyre
Peter Hardaker
Julie Hill
Cullum McAlpine
Peter Newey
Alan Stanhope

Company Secretary to both the Trust and Eden Project Limited

Peter Cox

List of Funders 2007/08

During the year to 30 March 2008 the following funders provided financial support to a variety of projects, many of which have been mentioned in this report. Many other supporters have played a part in Eden's development and further details of all our funders to date are included on Eden's website and in the guidebook sold on site. Only with their help and co-operation are we able to further our charitable work.

Arts Council
BP Biofuels
Bromley Trust
BT
Carnegie UK Trust
Clear Skies
Cornwall County Council
Department of Communities and Local Government
Department of Environment, Food and Rural Affairs
European Agricultural Guidance and Guarantee Fund/
(Objective One, Cornwall)
European Regional Development Fund, Interreg IIIC
European Regional Development Fund / (Objective One, Cornwall)
GUS Charitable Trust
Hardy Wine Co / Banrock Station
Land Restoration Trust
Lantra
London Learning and Skills Council
Restormel Borough Council
Rio Tinto
Rural Renaissance Fund
SITA Trust
South West Regional Development Agency
Syngenta Foundation
The Big Lottery Fund – Living Landmarks
The Big Lottery Fund – Playful Ideas

The Ernest Cook Trust
The John Ellerman Foundation
Tudor and Lankelly Chase Foundations
University of Cork
University of Exeter
Viridor Credits
Wellcome Trust

Summary financial statements

The summary 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 30 March 2008 were approved by the Board of Trustees on 5 August 2008 and signed on its behalf by Lord George of St Tudy – Chairman of the Trustees.

Statutory accounts for 2006/07 have been delivered to the Registrar of Companies and the Charity Commission and those for 2007/08 will be delivered after the Charity's AGM in August. 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.

The Eden Project
Bodelva, St Austell, Cornwall PL24 2SG
www.edenproject.com

The Eden Trust: Registered Charity No. 1093070



This project is
part-financed by
the European Union

Working with Objective One



The Objective One Partnership
for Cornwall and Scilly



South West of England
Regional Development Agency

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