



Tesla Owners UK 2021 Sustainability Report

2020 has been an extremely sustainable year - the committee has held 100% virtual meetings and virtual events, and we're holding a virtual AGM. We expect these to continue into 2021 and beyond.

However we haven't made as much progress as we would have liked on larger projects, which will be a priority in 2021 as restrictions start to ease.

Four Sustainability Themes for the Club

1. offset CO2 emissions resulting from club activities
2. make everyday choices with sustainability in mind and to avoid waste
3. engage in dialogue with suppliers and partners, and where possible choose partners with sustainability goals in mind
4. create and support projects that drive larger-scale sustainability benefits

Day-to-day Offsetting

Rather than doing a detailed analysis of every individual activity of the club, we simply make an estimate, scale that number up very generously, and support tree planting within the UK to offset this larger figure. This amounts to a few % of club income, so does not have any material impact on our finances. There is currently a "backlog" (i.e. some offsetting that is measured but not yet implemented) due to an interaction with the large sustainability project discussed below.

Making Better Everyday Choices

Examples of this include:

- Welcome Packs are now optional and opt-in (and future club-branded items like mugs and umbrellas will be opt-in as well, to reduce waste)
- Virtual meetings by default (though we do expect to meet up in the real world occasionally!)
- Reducing paper usage (no paper at all for this AGM)
- Development of digital membership cards.

Supplier/Partner Dialogue

Examples of this include:

- Welcome packs - a new version is under development, which will be made with recycled materials and more recyclable itself (e.g. no outer jiffy pack for

- postage)
- Web hosting - a major site overhaul is under way and this will both reduce energy usage, but also consider moving to renewably powered hosting
 - For future club-branded items we will try to choose the most sustainable suppliers (though at our relatively small scale we do have to be pragmatic - it was impossible for example to get umbrellas made for a sensible price via a supplier with a good sustainability story)
 - Events - we aim to have no fossil fuel burning at our events (e.g. no diesel generators, electric cooking, etc)

Projects

The big project we had intended to launch in late 2020 was the “**Tesla Owners Forest**”.

This involves the club setting up a service whereby members (and in future, perhaps any EV owner) can fund offsetting activities to mitigate the CO2 emissions from the manufacture of their car. We will do this by directly funding tree planting within the UK, not as part of a general fund but in respect of a specific project at a specific location that the club will be able to select, monitor and visit over the next few years.

We ran a survey in the Facebook group in December and had a lot of very strong interest, but also (as you would expect with our members!) lots of detailed questions.

We've selected a partner for this but haven't been able to go and visit any of their existing projects due to restrictions. Once we've done this, we will also arrange an online event for them to talk to members about how they operate, and take questions.

We hope to involve other European clubs in this initiative, and have talked to the Norwegian and Dutch clubs about this, who are keen.

Watch out for more news hopefully in April.

We are also considering supporting other CO2-reducing activities potentially in the developing world, such as funding the installation of energy-efficient cooking stoves in Africa (this significantly reduces CO2 but also brings direct health benefits by improving air quality especially for those doing the cooking!).

Matthew Boyes

Tesla Owners UK Vice President (Sustainability & Charity)