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Juliet Davenport

In 1989, Juliet was reading a feature about global warming. This was the trigger for making her really consider the potential consequences of a changing climate and she realised then that she wanted to do something about it. With an educational background that combined a degree in atmospheric physics from Oxford, with a master's degree in economics from Birkbeck College, London, Juliet was uniquely well placed to act.

Juliet spent a number of years working in energy regulation for both the European Commission and the European Parliament. This provided invaluable knowledge when, in 1997 she helped to set up Good Energy, then called Unit-e, with the aim of supplying 100% renewable electricity to domestic consumers. In 2002, Juliet had the opportunity to take charge of the company's operations, re-branded it as Good Energy, and at this point it really began to take form.

Between 2002 and 2005, Good Energy grew at 40% each year. Today, Good Energy supplies over 21,000 customers with 100% renewable electricity helping to prevent 40,000 tonnes of carbon dioxide being released into the atmosphere each year.

Juliet's contribution to the renewable industry has been recognised through her appointment to Ofgem's microgeneration steering group in 2004 and their environment and advisory group in 2005. In 2006 she won the Triodos Women in Ethical Business Award and was invited to sit on the Conservative party's quality of life commission.

www.good-energy.co.uk

Michael Edge

As far from the Alan Sugar model of loud and obnoxious entrepreneur as it's possible to get, Michael's quiet and self-effacing manner hides an exceptional business brain combined with a tenacious will. Until the late 1990s, this talent was mostly concentrated on building his first business, the financial services company Chase de Vere, which he sold in 2000 to the Bank of Ireland. Instead of sitting back and relaxing he quickly started another business, London & Country, which is widely acknowledged today – not least by its many customers - to be the best mortgage advice business. In an industry not normally known for high levels of customer satisfaction or genuine impartiality, London & Country specialists are regularly consulted by the media, particularly The BBC's Money Programme on Radio 4.

But Michael openly admits that being Chairman of London & Country is just his day job. In the late 1990s, disgusted by Exxon Mobil's continuing unwillingness to pay any compensation for the Exxon Valdez oil spill disaster off the Alaskan coast in 1989, he became an environmental activist. Over the intervening years his anxiety about the damage we are doing to the environment has evolved into an over-riding concern about the damaging effects of man-made climate change. A role he now cheerfully admits takes up 50% of his time and 100% of his passion.

This activism has taken many forms: initially he concentrated on funding tree planting schemes through a variety of organisations including Climate Care, the Woodland Trust and Future Forests. More recently, he has funded a large part of Greenpeace's campaign to halt illegal logging in the Amazon rain forest and is active in the campaign to raise awareness of the damage being done by increasing emissions from the airline industry.

Ever the entrepreneur, he has recently founded an exciting new business in the renewable energy industry, 20C. This will use the naturally occurring pressure in gas to drive turbines and generate electricity off the gas grid. With the potential to generate at least 1GW in the UK alone, the company has the opportunity to make a real contribution to reducing the carbon emissions from the energy sector.

Michael regards the purpose of all his investments to be to provide contributions to his "climate change war chest", a fund that will endure into the future.

www.lcplc.co.uk

Nicky Gavron

As Deputy Mayor, Nicky plays a key role in London government and is a working example of the rule that if you want a job done, ask a busy woman. With the growing awareness of the role that large cities must play in tackling climate change, Ken Livingstone recognised Nicky's unique abilities when he asked her to lead for him on climate change. Her responsibilities in this area have included: implementation of the Climate Change Action Plan, the establishment of the London Climate Change Agency, and the setting up of the C40 - Large Cities Climate Leadership Group.

Nicky also has responsibility for the environment and strategic planning and led for the Mayor in preparing and implementing the London Plan, and promotion of sustainable design and construction, including Supplementary Planning Guidance, for new London developments. She set up and chairs the Hydrogen Partnership for London and has responsibility for children and young people. She also plays a leading role on the agenda for women in London. Nicky is an elected member of the London Assembly and the only Deputy Mayor of London.

Dr Steve Howard

In a very short space of time, Steve Howard, as co-founder and CEO, has built The Climate Group into a significant global player in the race to tackle the threat of climate change. By working with multi-national companies and with national and regional level politicians, in countries as diverse as North America, Australia and China as well as the UK, The Climate Group has helped to both raise awareness of the problem of climate change, and to develop mitigation strategies in communities that had previously resisted or ignored the need for action. With a first class honours degree in ecology, and a PhD in Environmental Physics, his message of the need to act swiftly to tackle the threat of climate change, has been difficult for all but the most "sceptical" to resist. He judges his performance each day according to how his six year old son may come to judge it, in years to come.

As a member of HSBC's Carbon Management Task Force Steve assisted HSBC in developing its carbon neutral strategy and becoming the world's first carbon neutral Fortune 100 Company, ahead of schedule. He is a member of the World Economic Forum's Carbon Standards Disclosure Board and an advisor to the Virgin Earth Challenge.

In the UK, Steve has worked with the Greater London Authority to help establish the London Climate Change agency and found the C40 large cities initiative. While in North America, he helped facilitate the Montreal Declaration of States and Regions on climate change, with the Premiers of Quebec and Manitoba that led to the formation of the Climate State's Alliance. He also chaired the Long Beach meeting of business leaders with Governor Schwarzenegger and Prime Minister Tony Blair, in 2006.

Prior to his role with The Climate Group, Steve was a Partner in ERM. Previously he was the founding Director of the Global Forest and Trade Network for WWF International and also Chairman of the UK Forest Stewardship Council. Steve was founding Chairman of the Tropical Forest Trust, which he helped establish to respond to the need for ethically sourced tropical timber. He has a first class honours degree in ecology and a PhD in Environmental Physics based on work as a Senior Fellow at the International Centre for Research in Agroforestry in Kenya and the University of Nottingham. Over the course of his career Steve has worked in more than thirty countries.

www.theclimategroup.org

Tony Juniper

His passion for wildlife, that began when he was just a young boy, set Tony Juniper on the path towards a career as an environmental campaigner; a vocation he has pursued successfully now for nearly 20 years. In 2003 he became the Executive Director of Friends of the Earth England, Wales and Northern Ireland, and since 2000 has been the Vice Chair of Friends of the Earth International, the global federation of 68 national Friends of the Earth organisations.

Tony has worked with Friends of the Earth since 1990 and played a prominent role in many of its most high-profile campaigns. He initially led the tropical rainforest campaign. In this role he helped change the policy of the World Bank and harnessed consumer pressure to promote sustainable forestry, for example through the Forest Stewardship Council. For four years he led a coalition effort to change the law governing the protection of the nation's most important wildlife areas (Act of Parliament passed in 2000) and during the mid 1990s was a leading figure in the campaign against road building that led to dramatic shifts in national transport policy. His campaign work has led to several important areas of habitat in the UK being spared from destruction, such as Ballynahone Bog in Northern Ireland.

He was a member of the civil society coalition that staged protests against the environmental impacts of world trade agreements in Seattle in 1999, and was a prominent figure in efforts that led to the agreement of the Kyoto Protocol in 1997. Tony has worked closely with the campaign that drew attention to the environmental and economic threats posed by genetically modified crops and was a leading member of the successful campaign to end British involvement (2001) in the Ilisu Dam in Turkey.

Tony has worked not only to shift public opinion and government policy but has also been very active in successfully changing the policies and practices of international companies, among others Rio Tinto, BP, Shell and Balfour Beatty. He is now active in the Friends of the Earth campaign to change UK and international law so as to promote more sustainable companies.

www.foe.co.uk

Andrew Owens

Andrew, who is chief executive of the Greenergy group, shuns the label entrepreneur. But when he talks about Greenergy, the business he co-founded in 1992 to create and supply fuels with a lower environmental impact, his passion for both the company and the role it is playing in tackling the problem of climate change is obvious.

Greenergy is the UK's largest independent oil company and the biggest seller of biofuel in the UK by far, having well over 50% biofuel market share. It supplies over 4 billion litres of fuel a year - all containing biofuel - to supermarkets, oil companies and bus and logistics companies.

The company has grown rapidly, repeatedly listing amongst the fastest growing privately owned companies in the UK¹. It now has over 10% of the whole UK road fuels market – more than some of the major oil companies.

Greenergy's first biodiesel production plant at Immingham has now begun production and a second plant to double output will be completed in autumn 2007.

In recognition of his influence in the supply and marketing of more environmentally friendly fuels, Andrew was awarded an MBE in 2000 for Services to the Environment.

www.greenergy.com

¹ Real Business "Hot 100", April 2007

Sunday Times Virgin Atlantic Fast Track 100, December 2006

Real Business "Hot 100", May 2006

Sunday Times Virgin Atlantic Fast Track 100, December 2005

Lord Oxburgh of Liverpool

As a peer of the realm and a former chairman of Shell Transport and Trading - from where he retired in 2005 after overseeing the unification of Shell with Royal Dutch to form a single company - Lord (Ron) Oxburgh is an unlikely environmental campaigner. Nevertheless, as the first oil industry executive to acknowledge publicly in 2004 the threat of man-made climate change, he showed an unprecedented willingness to face up to his responsibilities as a leader in an industry better known for its climate change scepticism. And his image as one who demonstrates Gandhi's philosophy - of being the change you want to see in others - is reinforced daily as he cycles between his various places of work around London.

Lord Oxburgh trained as a geologist/geophysicist (Oxford & Princeton) and subsequently taught and researched in those disciplines at Oxford, Cambridge, Stanford and Caltech where he also consulted for the oil industry. He was Head of the Department of Earth Sciences in Cambridge and served for seven years as President of Queens' College. Leaving Cambridge he served as Chief Scientific Adviser to the UK Ministry of Defence (1987 – 1993) and chaired the inquiry into the safety of UK nuclear weapons. He subsequently became Rector of Imperial College.

He is a Fellow of the Royal Society and Royal Academy of Engineering and a Foreign Member of the US Academy of Sciences. He has served as President of the European Union of Geosciences, and of the British Association for the Advancement of Science. He has chaired the Trustees of the Natural History Museum. He was created a life Peer in 1999 and for four years chaired the Science and Technology Select Committee of the House of Lords.

He is now an adviser to the Government of Singapore serving on the Advisory Committee on Science and Technology and as vice-chairman of SERC. He is currently Chairman of D1 Oils plc, sits on the Advisory Boards of Change Capital and Low Carbon Accelerator and works with a number of organisations in the general field of energy and environment.

Contact: Lord Oxburgh, The House of Lords, Westminster, London SW1A 0PW

George Polk

George's father worked for John F Kennedy during his administration and his uncle, for whom George is named, was a CBS journalist, who was reporting from civil war torn Greece at the time of his death. With these bloodlines, it's perhaps no surprise that George is a successful entrepreneur who embraces the Kennedy ideal of public service beyond the narrow confines of his day job as well as having an occasional role reporting on the day's events.

An industry pioneer, George founded The Cloud in 2003 after a long career in the wireless industry. The Cloud was developed from an idea to a business during his tenure as entrepreneur in residence at iGabriel, an early stage venture capital company. Silicon.com, who monitor the driving forces in the high tech industry, have twice (2005 and 2006) put George at number 12 in their top 50 Agenda Setters, for his contribution to creating ubiquitous wi-fi coverage. This year he was named a pioneer of the City of London.

Alongside The Cloud, George has pursued his public service ideals by acting as a UN election observer in El Salvador and by establishing a forum – The Catalyst Group – for encouraging fellow entrepreneurs and other businesspeople to engage in contemporary social issues. It was at one of the group's regular monthly meetings that George first became aware of the threat of climate warming and decided to channel increasing amounts of his energy into raising the awareness of others and investigating and promoting mitigating strategies. He recently stepped down as CEO of The Cloud in order to continue this campaign full time.

www.thecloud.net

John Pontin OBE

The word 'visionary' is overused these days, but it can be applied to John Pontin, without reservation. His success in business, his innovations in the field of design and construction, his role in urban and community regeneration and his work to safeguard the environment constitute an outstanding body of achievement. They are the products of a coherent vision for a better world and an amazing level of personal energy.

The Bristol born son of a postman, John joined the Bristol building firm of John Knox in 1953 as a 16-year-old and worked his way up from tea boy to junior building surveyor, but he grew frustrated by the adversarial nature of the business. The culture of the construction industry was anything but constructive; conflict between clients, architects and contractors had long been the order of the day. How to break out of that? John and his colleague Tim Organ felt that a more holistic approach might be the answer. And The JT Group was the result.

JT Group's unconventional approach worked and continues to work today, although on a smaller scale as John pursues his many other interests. During the intervening years, the firm demonstrated on numerous occasions the validity of its founders' holistic vision with numerous high quality new build and refurbishment projects to its name in the UK and beyond.

But John was also closely involved in major issues back home, including what to do with Bristol City Docks given that commercial port operations had moved several miles downstream. He was among the prime movers in rescuing the docks from near-dereliction and has played a significant role in progressing one of the UK's most challenging waterfront regeneration programmes.

JT bought the lease on a Grade II listed Victorian warehouse on the quayside, evicted hundreds of pigeons and spent 18 months renovating the building to create a new home both for itself and for Arnolfini, Bristol's groundbreaking centre for the performing and visual arts. JT had succeeded in adapting an historic building for mixed uses and breathing new life into a struggling locality. The renewal of the warehouse sparked a wider revival in the City Docks and demonstrated the power of the arts in driving economic and social change.

JT is still innovating in the City Docks – just last year, the company completed the development of a stylish waterside restaurant, Bordeaux Quay, run on radically zero-waste, sustainable lines.

All this highlights one of John Pontin's enduring obsessions: how to do good business while caring for and improving the environment and creating something attractive, socially beneficial and enduring. A further example is his leading role over many years in the development of Dartington Hall, a unique blend of educational, cultural and business enterprises on a sprawling rural estate in South Devon. Then there are his close ties with the restoration and use of Leigh Court, a Palladian mansion just outside Bristol that JT rescued from the receiver and turned into a tranquil base for a range of business and allied interests.

The list of other projects, initiatives and organisations to which John has devoted his time and talent is staggering. It includes a radio station, a charity that manages philanthropic giving on behalf of donors, and numerous bodies involved in education, conservation, strategic planning and regeneration. Somehow he finds time to run his own charitable trust as well.

John is also a leading light in the Go Zero sustainability project in his home village of Chew Magna. The project may mean that Chew will become the first village in the UK that can fairly claim to be carbon neutral. What is more, residents have formed links with villages in India with the intention of helping them to harness the wind as a sustainable source of energy. This has been re-branded as The Converging World initiative and could be the start of a much more ambitious scheme that could give the West of England a distinctive role in bringing the first and third worlds together in a bid to address climate change and global warming. This could dwarf all his other contributions to the wider community and mark a sea change in our approach to tackling the problems of climate change.

John was awarded an OBE in 2003 for his charitable work.

www.theconvergingworld.org

Sir Jonathon Porritt

Arguably the UK's best known and most eloquent and passionate advocate of sustainable development, Jonathon Porritt, Co-Founder of Forum for the Future, has been at the forefront of the campaign to encourage businesses everywhere to reform their harmful practices. Jonathon is an eminent writer, broadcaster and commentator on the subject of sustainability and his latest book, *Capitalism As If The World Matters* (Earthscan), contains a wide-ranging and scholarly exposition of both why businesses must become more sustainable, and what they must do to achieve this goal.

Established in 1996, Forum for the Future is now the UK's leading sustainable development charity, with 70 staff and over 100 partner organisations, including some of the world's leading companies.

In July 2000, Jonathon was appointed by the Prime Minister as Chairman of the UK Sustainable Development Commission. This is the Government's principal source of independent advice across the whole sustainable development agenda. In addition, he has been a member of the Board of the South West Regional Development Agency since December 1999, and is Co-Director of The Prince of Wales's Business and Environment Programme which runs Senior Executives' Seminars in Cambridge, Salzburg, South Africa and the USA.

In 2005 he became a Non-Executive Director of Wessex Water, and a Trustee of the Ashden Awards for Sustainable Energy. He is also Vice-President of the Socialist Environment Resources Association (SERA).

He was formerly Director of Friends of the Earth (1984-90); co-chair of the Green Party (1980-83) of which he is still a member; chairman of UNED-UK (1993-96); chairman of Sustainability South West, the South West Round Table for Sustainable Development (1999-2001); a Trustee of WWF UK (1991-2005).

Jonathon received a CBE in January 2000 for services to environmental protection.

www.forumforthefuture.org.uk

Richard Reed

In a characteristically clever and quirky bit of marketing, Richard and his co-founders invited London Music Festival buyers of their prototype Innocent smoothies to help them decide whether or not they should turn the idea into a business, by putting the empty bottles in bins marked yes or no. The Glastonbury crowd voted overwhelmingly "yes" and the rest, as they say, is history.

Today, Innocent drinks is the UK's fastest growing food and drink company and the number one smoothie brand in the UK. The business was started in May 1999 and turned over £80m in 2006, with £120m projected for 2007. Innocent now sells over two million smoothies a week in the UK, Eire and Europe.

"I love using the principles of capitalism to drive the right behaviours" perfectly illustrates Richard and his partners' philosophy to the business. They demonstrate this through a non-corporate attitude, a sincere commitment to making the nation healthier and creative thinking on all aspects of the business that includes pushing forward on environmentally conscious ingredients and packaging choices, and using green power throughout the business. In addition, the company donates 10% profits to the Innocent foundation which funds projects in the countries where it buys its fruit.

Through their actions, Richard and his partners, Adam and Jon have shown it is possible to create a fast growing, profitable company that acts responsibly towards its customers, employees and the environment.

www.innocentdrinks.co.uk

Nils Jørgen Philip-Sørensen CBE

A background running the international operations of one of the world's largest security companies, Group 4, wasn't obvious preparation for a pioneering role in the newly emerging ecological detergents and cleansing agents industry. But that's exactly what Philip-Sørensen, or JPS as he's known to his employees and colleagues, did when he met the founders of Ecover 27 years ago. He was so impressed by their commitment and enthusiasm that he decided to join them and bring his formidable personal and financial resources to the team. He remains chairman of the company.

Today Ecover operates around the world as a major manufacturer of ecological detergents and cleansing agents. They are also active in the professional cleansing sector and with their Ecover's Wellments line of natural cosmetics are meeting customer needs in the areas of personal hygiene and body care. Ecover is an independent company with no financial link to Group 4 Securicor

Group 4 Securicor plc, the company that resulted from a merger between Group 4 Falck and Securicor in 2004, now operates in more than 100 countries. JPS stepped down as Chairman in 2006 and remains a major shareholder.

He is a personal supporter of The Save the Children Fund, the Foundation for Liver Research and is a founder "Globetrotter" member of the Nelson Mandela Children's Fund.

In 2001 he was awarded a CBE for services to the private security industry.

John Sauven

With his passion for woolly cardigans and his slightly eccentric, schoolmasterly manner it would be easy to place John Sauven, acting Executive Director of Greenpeace UK, in the cuddly corner of environmental campaigning. Don't be misled. John has been on the frontline of more tough battles than most and is uncompromising on issues such as Britain's nuclear power and nuclear deterrents. He's also been a frequent thorn in the side of Tony Blair's government and of those business leaders who refuse to respond to the threat of climate change.

Before becoming acting Executive Director, John was the director responsible for Greenpeace communications and on working out solutions with business. With a background in forests he was instrumental in getting protection for the Great Bear temperate rainforest on the west coast of Canada. It was an epic battle, mostly fought in the market place between logging companies, timber traders and their retail customers in Europe and North America. It also involved pushing the industry as a whole to accept Forest Stewardship Council (FSC) certified products that guaranteed legal and sustainable products, now widely recognised in both the timber and paper sectors as the mark of sustainability.

It was from the lessons learnt in the Great Bear campaign that similar tactics were used elsewhere including in Indonesia, the Congo in central Africa and the Amazon. John Sauven co-ordinated the international campaign to secure a moratorium on further destruction of the Amazon by soya producers. This involved bringing together a huge alliance of US and European multi-nationals with their Brazilian counterparts involved in soya production, commodity trading and food retailing sectors.

This campaign to protect large areas of the world's last intact rainforests, providing both climate and biodiversity protection, was one of Greenpeace's most successful ever.

www.greenpeace.org

Eric Urbani

Eric is a rare businessman who spotted, long before it became acceptable to combine the words business and sustainability in the same sentence, that “the environment was not being priced properly” in investment decisions. With some of the top names in capital markets on his CV - Credit Suisse First Boston, J.P. Morgan Chase and Lehman Brothers, London – he decided the only way to pursue a career in ethical investment was to found his own company which he did in 1994.

The company, The Black Emerald Group, is a merchant banking firm which specialises in financing socially and environmentally responsible companies and projects. Since its inception, Black Emerald has advised on more than 30 clean technology transactions worldwide.

Eric is also involved with a number of environmentally and socially responsible organisations. He founded the Nepal Forward Foundation after living in New Delhi and Kathmandu from 1994-1997. He is a Director of the Ethical Fashion Forum, Oceans Alert Foundation and the New York Energy & Environmental Funders group, part of the Environmental Business Association of New York State.

He has a particular interest in fair trade and local community initiatives and is also a founding director of Big Picture Films, which advises filmmakers and producers of media projects with social and environmental messages.

Eric is a Peer Review Editor, Renewable Energy for *Energy Policy* magazine, and has written on social and environmental topics. He published *Transnational Environmental Law and its Impact on Corporate Behavior* (Irving-on-Hudson, New York: Transjuris Publications), in 1994.

Previously Eric was a partner at J.S. Frelinghuysen & Co., a financial advisory and private investment firm founded by former principals of Credit Suisse First Boston. Before that he was a member of the venture capital group of J.P. Morgan Chase, New York, and the equities research group at Lehman Brothers, London.

www.blackemerald.com

Midge Ure OBE

In a notoriously fickle industry, Midge is unusual in being one of a very small number of rock musicians who've sustained a successful musical career for more than 30 years. A fact acknowledged by the music industry through both Ivor Novello and Grammy awards, as well as numerous gold and platinum records. During his time as front-man for the band Ultravox, the band became a major influence on the new romantic and electro-pop movements of the early '80s. With tracks like 'Dancing With Tears in My Eyes' and 1981's timeless 'Vienna' the band enjoyed massive hits the world over, producing seven consecutive top ten albums in just six years.

But it will be for his impact on our collective conscience - over the devastating effects of the famine in Ethiopia in 1984 – that he will be remembered.

On 25 November 1984, 36 artists, with the collective name of Band Aid, gathered at SARM Studios in west London. Under Midge's direction they recorded 'Do they know it's Christmas?' a song he had just written with Bob Geldof as the industry's heartfelt and eloquent contribution to Ethiopian famine relief. When they wrote the song, Midge and Bob can have had no clue about the tidal wave of public support and sympathy their efforts would trigger. Nor of the remarkable and enduring impact it would have on both their lives.

The song sold 600,000 copies in its first week in the UK alone and this was only the beginning: with 800,000 more sold in the second week and then more than three million world-wide, the unstoppable emotion engendered by the project led to Live Aid, the summer 1985 global concert that, all exaggeration aside, spoke for a generation. Within months, a staggering £150 million plus had been raised for the starving in Africa.

As the quiet man of the partnership, Midge's contribution to both Band Aid and Live Aid has sometimes been overlooked. But the man who should know, Bob Geldof, has often said that if Midge had said no when he asked for his help on that fateful day, he probably wouldn't have continued with the project. Midge is still to this day a Band Aid Trustee.

Midge's behind the scenes ability to make things happen has since been confirmed by his musical directorship of a series of rock concerts for The Prince's Trust, Wicked Women for Breakthrough and in honour of Nelson Mandela. And his services to both music and charity were finally recognised in the Birthday Honours list in 2005, when Midge was awarded a long overdue OBE.

Dale Vince OBE

Dale Vince is a rare combination of both successful businessman and committed advocate of a low-impact, self sufficient lifestyle. In the early 1990s, after living for more than 10 years as a new age traveller, he was inspired by the sight of a Cornish wind farm to "drop back in" and build his own wind farm. In 1995 he founded Ecotricity, the world's first 'green' electricity company based in Stroud in Gloucestershire.

His company now operates 11 wind farms generating approximately 10% of England's on-shore wind energy.

Despite a relaxed, almost mellow demeanour, Dale has required a will of iron – he calls it obstinacy - to drive through his business strategy of changing the way electricity is made, in order to reduce the UK's carbon emissions and fight climate change. In addition to all the usual challenges of starting a business from scratch, he's had to overcome the major hurdles of both our arcane planning system for small wind farms, and the general unwillingness of electricity supply companies to allow Ecotricity to connect to the national grid.

Expert in all areas of the energy industry, Dale has served on the Government's Renewables Advisory Board, has regularly been consulted by or given advice to the DTI, the Advisory Committee for Business and the Environment, Government Select Committees, and a number of Energy Ministers in successive Governments.

Dale was awarded an OBE for services to the environment and ranked in the Environment Agency's list of the world's Top 100 Eco-Heroes alongside the likes of Prince Charles, Al Gore and St Francis of Assisi.

He is a vegan, a keen advocate of organic farming and still aims to live a low-impact, self-sufficient life, currently experimenting with methods of micro-generation at home.

www.ecotricity.com

Karl Watkin MBE

For a man who professes that the one characteristic he shares with his fellow entrepreneurs is laziness, Karl Watkin is a remarkably busy and successful man. Today, with 30 years international business experience behind him in countries as diverse as Bolivia and China, he continues to combine his numerous business interests, predominantly in emerging bio-energy technologies, with a number of humanitarian and community based activities. In recognition of his many contributions to business and the community, he was awarded North East Business Man of the Year in 1992 and an MBE for exports to China in 1993.

Karl is currently using his skills through Green Atlantic Partners (GAP) to assist entrepreneurs worldwide. Green Atlantic was formed in December 2005 and is a specialist global network of highly experienced entrepreneurs and financiers. Under Karl's strategic direction, GAP has developed more than 20 businesses in emerging markets and technologies, particularly renewable fuels.

Unusually perhaps, for such a successful businessman, Karl maintains a strong element of political activism in his life and has led a number of campaigns including one against the "insidious US extradition treaty". He is a major donor to Liberty, the civil rights organisation, and also campaigned hard in the 1980s against what he saw as the Thatcher government's destruction of the manufacturing industry, particularly in the North East.

He is Chairman of The UN Foundation's Bio Energy board and, together with Ted Turner, recently launched an initiative to get Bio Energy on the next round of The WTO talks. The advisory board is to deliver strategic direction in the bio-energy market and to help raise a specific fund to assist developing world sustainable fuel development projects.

In China, where he lived between 1981 and 1985, he and GAP are leading a \$500m pre IPO fund to invest in and assist Chinese entrepreneurs in becoming global players, and to establish a Chinese AIM market with one of the key Chinese stock exchanges.

He was the founder and until recently Chairman of D1 Oils Plc - a global bio diesel business that employs around 250k people in the developing world and was floated in 2004. He has substantial / controlling interests in a large number of emerging technology companies all of which he was either a founder director or played a lead role in developing.

www.greenatlanticpartners.com