Thank you Friends!

Thank you to everyone who has supported our mobile phone recycling scheme. With your support we have raised over £6,000 for Mud Between your Toes.

By **Nicola Hawkins**

We thought you might like to know what happens once you have posted your phone to us. They get sorted and tested by our phone recycling experts. Most of the handsets will be refurbished, repackaged and sold, usually in developing countries in Africa. The dead batteries are sent to a specialist battery recycler and all other materials are recycled safely and reused in industry. Occasionally we get an un-repairable or obsolete handset; these are sent to a specialist recycler in Sweden where every part is recycled and reused.

We have lots of new plans to promote this scheme and raise more money next year. Intek Communications (a south-west based mobile phone company) are supporting the programme and will be promoting recycling your phone for MUD in all their 26 stores.

They will also be making a donation of £50 to Eden for each 18-month mobile phone contract they sell on a dedicated website. Details of this website will be available soon.

Intek has a strong community focus and they have guaranteed that we will raise a minimum of £10,000 through our partnership in the first year alone! This is tremendous support and the money raised will go towards our Mud Programme. For details of locations of Intek stores go to **www.intek.uk.com**

We are also looking for south-west based companies, schools and colleges who would like to hold a 'Recycle your mobile for MUD' day. If you know anyone who could get involved please let us know.

A SENSE OF PLACE: *SUSTAINABLE PLACEMAKING*

In the last thirty years we have seen massive upheavals in social structures across the globe: the collapse of major industries, the rise and fall of ideologies and governments, the shifts of economic power, and changes to the way we live that were once unimaginable.

By **Lars Stenberg,** Sensory Trust

Change is a constant. Yet communities across the UK still struggle to come to terms with the loss of their primary industries and identities: fishing ports with no fishing boats, mining towns with no mines, and market towns with no markets.

When our place of work is now a heritage site, how can we reinvent where and how we live to be relevant and purposeful? How can we make and change places to help build strong, resilient communities? How do we make places to bring people together rather than drive us apart? What sort of skills do we need as communities to adapt to change? How do we transfer skills to young people to enable them to take on new challenges and make the most of new opportunities?

These are the kinds of question that five years ago inspired the Sensory Trust to create the first Sense of Place, better described as an experience than a conference. In September this year we ran the fourth Sense of Place in partnership with Eden and Carnegie UK Trust. Putting the spotlight on sustainable placemaking, we brought together people from the UK, Africa, Australia and the United States, along with local residents, to share ideas about how to create places that can support the way we want to live in the future.

Sense of Place is about how we can do things better. It is about making connections: between people and their environment; between people who didn't realise they should be working together; and between ideas that have never existed in the same room before. It is about how we can make places better, and to talk about this we need to be in a better place, a place like the Eden Project, not in some dreary beige convention centre. We know it is important to hold this conference in a place with poor Blackberry reception, but excellent blackberries in the hedge. Setting the event in Cornwall and the Eden Project in particular stimulates new ways of thinking.

Place-based learning

A day led by Will Coleman and his Cornwall-based company Caliban brought practitioners from the UK and USA together to share examples of place-based learning in action. Place-Based Learning is rooted in the local: the unique history, environment, culture, economy, literature, and art of students' own community, and Cornwall was an ideal location for a seminar on an educational philosophy which encourages students to stay and strengthen their community rather than leave for jobs in other parts of the country.

Sense of Place

Experience of place is far more important than mere aesthetics. The way we experience places emotionally, and through all our senses, supports or hinders our development as individuals and as communities. Designing, adapting and managing places that contribute positively to the way we live is at the heart of Sense of Place, and it's too important to leave in the hands of any single group of professionals.

That's why we invite planners, environmentalists, architects, policemen, community leaders, healthcare workers, teachers, academics and artists (to name but a few) to get together and exchange ideas and opinions. The Sense of Place conference allows us to discover common ground between different disciplines and viewpoints. The result is not a simple single message but a rich stew of ideas and experiences that reflects the complexity of the world, and the requirements of successful, sustainable places.

The event was held in the Carnglaze slate caverns and at Eden, a choice of venues designed to get the delegates thinking differently about places. In an inspiring keynote address Tony Kendle, director of the Eden Foundation, talked about the importance of rebuilding connections between people and place and about how the ideas for projects that make a positive difference to people come more often from the kitchen table than from the boardroom.

The following two days took us on a journey of stories and ideas from artists, educators, academics, landscape architects and community workers. We heard about how projects in Kenya and Romania reconnect people of different generations; about how communities celebrate life and commemorate loss; about the need to reconnect to the world around us through the design of open spaces; and about how places that have meaning can support a better life for those with Alzheimer's.

There were stories of communities taking their futures into their own hands, and working to become more resilient. Resilience was one of the themes of the second day, with talks on resilience work from Carnegie Trust UK and Brighton University.

This theme was carried on through to day four when representatives from local communities got together with delegates to share stories, air opinions and work through some activities to explore future directions for the Clay Country.

People, stories and landscape

A sense of place is about people and stories as much as location and the Sense of Place event is less a conference than it is part of an ongoing conversation. As Tony Kendle remarked at the summing up, there is no summing up. The conversation doesn't end with the end of the event. Every event welcomes a new group of people into the conversation which swells and continues long after the last person leaves the camp fire. Over 200 delegates took away a heap of new ideas, contacts and a renewed sense of purpose. For some it was a window into new ways of working together, for others it was a vindication that they are not alone and that the work is shared by others. For everyone present it was the most valuable experience of the working year.

You can view an excellent video overview of the event at **www.vimeo.com/7159152**
You can join in the conversations at **www.fieryspirits.com.**