

## MWF wins prestigious ASHDEN Award

Midlands Wood Fuel Ltd is delighted to have received the Sustainable Energy Business Award at the 11<sup>th</sup> annual **Ashden Awards for Sustainable Energy**, the world's leading green energy awards. The Award is in recognition of the company's achievement in supplying reliable, high-quality wood fuel in the Midlands and North West and helping provide a heating alternative to fossil fuels.

The award was presented during the annual award ceremony on the 17<sup>th</sup> June, in front of 500 guests at the Royal Geographical Society in London.

The Ashden Awards showcase practical solutions to combat climate change, rewarding outstanding and innovative low-carbon schemes in the UK and developing countries. Midlands Wood Fuel received their award from Grand Designs presenter, Kevin McCloud and £10,000 to be spent on expanding their work.

Midlands Wood Fuel impressed the panel of judges with its commitment to providing a reliable, high-quality wood-fuel supply, ensuring the wood is sustainably sourced and burns efficiently.

**Sarah Butler-Sloss**, Founder Director of the Ashden Awards, said: *"To transform the UK into a low-carbon nation we need vision, investment and infrastructure. This year's winners are all innovators in their fields and they show that this transformation is possible. Midlands Wood Fuel has many strengths including excellent customer service, it has created new green jobs, and reduced fuel costs for businesses, public sector and domestic customers. The challenge is now to step up our game and encourage more businesses to take this approach, and create a better future for us all."*

One of the most significant moments at last night's Ashden Awards ceremony came in the keynote speech by **Greg Barker MP, Minister of State for Energy and Climate Change**. The Minister made clear his intention to find further funding for Ashden Awards winners.



Ewan Bent and Mark Appleton receiving the award from Kevin McCloud



Reception at the RGS



Sarah Butler-Sloss

He said:

*"The Ashden Award honours the very best in creative green thinking... tonight's winners have met the defining challenge of our age – of delivering clean, sustainable energy."*

*'It's time to scale up, proving that these models can deliver clean energy solutions for the mass market. And that's where I want to help, because together, in a new partnership, we can make a difference.... I am pleased to announce that the Coalition government intends to be able to work with the Ashden Awards and other partners to explore how we can support entrepreneurial SME who are delivering real business solutions on the ground. We want to increase access to clean energy in developing countries using funding from this Government's 2.9bn International Climate Fund.*

*There is a big opportunity to scale up the exemplary work of Ashden Award winners and to match your ability and expertise in finding these extraordinary people with the resources that we have at our disposal."*

Before the award ceremony, the five UK and five International award winners attended Clarence House for a private meeting with **HRH The Prince of Wales** who is **Patron of the Ashden Awards**, to discuss our works. Afterwards, he said:

*"The Ashden Awards show what it is possible to do now in saving resources and cutting emissions. They remind us how, as individuals, we can make a huge difference to the world in which we live. In a nutshell, they remind us that acting locally is, in fact, acting globally."*

As part of our award, the Ashden Trust have made a short promotional film about Midlands Wood Fuel.

<http://www.youtube.com/watch?v=p-uuJqz4rak>

The film will also shortly be available on our own web site [www.wood-fuel.co.uk](http://www.wood-fuel.co.uk) and [www.ashdenawards.org](http://www.ashdenawards.org).



Energy Minister Greg Barker MP



UK Ashden winners with HRH The Prince of Wales at Clarence House



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