



# Our Vision Statement

## Who Are We?

We are a start-up non-profit company made up of dedicated planet protectors seeking to pioneer sustainable and practical solutions which reduce greenhouse gas emissions through innovative community grow-projects and educational courses that encourage empathy and increased awareness of the consequences of our actions.

Inspired by [The Eden Movement](http://www.newedenism.org) ([www.newedenism.org](http://www.newedenism.org)) EdenKind Ltd is dedicated to addressing the issues surrounding the climate crisis and the cognitive dissonance that is prohibiting the changes we urgently need to make to help save the planet and our species from mass extinction. By promoting kindness as the main directive in all our decision-making, we become more mindful of the impact our personal choices have on others and the planet. We believe that ‘growing together’ means a whole lot more than just farming and encourage a regenerative culture that focusses on well-being and self-awareness as well as how to grow your own seasonal food.

By connecting with nature and each other, we can foster more empathic relationships that lead to us collectively addressing the important issues around how we source our food, reduce greenhouse gas emissions and start living in harmony with each other.

## What's our Vision?

To grow together; in all senses, from creating community farms to evolving into more empathic beings that become custodians of our planet seeking to protect it and end harmful practices that no longer serve us or our future generations. We believe it's a radical act to grow veg!



TO GROW TOGETHER;  
IN ALL SENSES...

Growing, preserving, cooking and eating healthy, plant-based, organic wholefood together is a major part of our vision which also includes:

- Creating a flagship permaculture farm and giant edible forest at 'Cwm Caredig' with free food for members/volunteers and local food banks with a conservation based regenerative sanctuary for both humans and wildlife.
- Supporting and sponsoring independent growers and **community grow schemes**.
- Assisting with the creation of CSA (community supported agriculture) farms that can offer FREE food for members, volunteers and local food banks. We are currently running Fferm Heulog in Ceredigion as a CSA. This micro-farm will be up for sale in

Spring 2023 after we have finished the barn rebuild and established seasonal veg planting for Summer and August harvesting. All proceeds from the sale will go towards Cwm Caredig giant edible food forest and permaculture farm.

- **Networking** and co-ordinating growers and landowners to form food and eco-hubs aimed to shorten food chains and share seeds, skills, resources and the abundance that comes with successful growing food together
- Creating **food hubs**, plant and seed swaps, eco-business events and fayres.
- Promoting plant-based food at all our events. Often free!
- Affordable consultation services for rural enterprises and eco-businesses.
- Life coaching, Consultation, Counselling and trauma therapy on a 'pay what you can' basis. From personal one to one or online sessions for individuals or groups, to assisting with goal setting, team bonding and tribe building for organisations and potential intentional communities.
- **Courses** ranging from permaculture to barn building, self-development to cooking along with regular art, music, yoga, food prep, upcycling, nature, meditation, non-violent communication techniques, bush-craft, nutrition, poetry, well-being classes and more.
- The **publishing** of regular periodicals, articles and campaigns.
- Regular **events** designed to bring people together to discuss matters of importance, create solutions and take part in 'Evolve' courses and activities, often with shared planet-conscious meals.
- Offering free downloadable guides, **template contracts** and agreements to help everyone overcome the obstacles pioneers face when putting together community projects.
- Edenist ministry (non-religious fellowship) including giving talks and sermons, hosting 'Foundations' and offering celebrant services for handfastings and weddings.

We are still in our 'pioneering stage' and not currently focussing on eco-village development with dwellings. All our energy is going on establishing the edible food forests, farm and conservation zones at Cwm Caredig, and finishing 'fundraising' land

and property projects that will help pay for the flagship site. In the fullness of time we will to invite settlers to join us as an intentional Edenist community with more than seasonal accommodation, but for now, we are inviting applications for forest keepers and keen veg farmers (with or without our experience) to join us seasonally from Spring 2023.

## What is our Legal Structure?

We have created a non-profit company limited by guarantee. With all surplus funds generated from any of our fundraising efforts and eco-businesses going towards planting trees and sponsoring grow projects, we hope to progress to charitable status in time.

## Who Do We Work With?

We have been working with volunteers and independent land-owners where land is loaned for the purposes of a community coming together to grow fruit, nuts and veg. We are currently not able to take on any further projects but are happy to advertise free land loans on our social media platforms.



We regularly host volunteers who help us manage 'grow' projects and assist us with our conservation projects. Volunteers get to learn all about permaculture, the Eden Movement and of course connect with nature and the wonderful people who have already joined us. We are happy to work with individuals or organisations who share our ethics and wish to get everyone growing and evolving.

## What Do We Need to Succeed?

Directors, investors and volunteers have been running grow projects as an aside to 'regular' jobs for many years, but since founding The Eden Movement and launching

several networking platforms online with regular meet-ups, the projects now far exceed being just our personal lifestyle to becoming our life mission. We need others with the same altruistic heart to help create something that is bigger than us! This is our legacy, so it helps our cause immeasurably when fellow eco-warriors join us.

We officially set up the legal entity overseeing the projects in 2021 but are still building the Edenkind website and creating the administrative hub which is currently being refurbished. We have had a strong online presence through Facebook pages and email circulars for a few years now. [Our Vegan Eco Village Networking \(https://www.facebook.com/groups/1056144514576274\)](https://www.facebook.com/groups/1056144514576274) page has thousands of members. There is a rudimentary website for [The Eden Movement](#) but the associated Facebook Page [here \(https://www.facebook.com/groups/1140249032986568\)](https://www.facebook.com/groups/1140249032986568) is updated far more regularly, as is the [Edenkind Page \(https://www.facebook.com/groups/2419528078356957\)](https://www.facebook.com/groups/2419528078356957),

We need money and help with grant applications! We rely heavily on van dwelling and camping volunteers to help us seasonally at both our free food grow sites to help plant trees, fruit and veg. At the moment we are welcoming extra hands to build barns; one being a strawbale build, and the other a roundwood carbon zero barn. We always need help with eco-landscaping, farming and conservation.

Any help installing solar power, equipment, new covering for polytunnel frame and groundwork would also be most welcome!

We hope to support and sponsor further projects; creating more sustainable food chains and a more cohesive society that will benefit future generations long beyond our time here.



We have job opportunities and a full itinerary of events, courses and opportunities coming soon!

## How Do We Plan to Reduce Our Greenhouse Gas Emissions?



By becoming more sustainable in our farming methods, including small scale perennial forest farms that do not require chemicals, large machinery or fossil fuels, we can shorten the food supply chain by growing or buying produce locally, lowering our carbon footprint and encouraging people to join local grow projects in their home towns and villages.

There is some great evidence here of the impact of local food production:

**[Sustainable Food Trust True Cost](https://sustainablefoodtrust.org/key-issues/true-cost-accounting/)**

**[\(https://sustainablefoodtrust.org/key-issues/true-cost-accounting/\)](https://sustainablefoodtrust.org/key-issues/true-cost-accounting/)**

**[Sustainable Food Trust - Quantifying Environmental Costs](https://sustainablefoodtrust.org/articles/catalysing-action-trucost-quantifies-environmental-costs-of-food-production/)**

**[\(https://sustainablefoodtrust.org/articles/catalysing-action-trucost-quantifies-environmental-costs-of-food-production/\)](https://sustainablefoodtrust.org/articles/catalysing-action-trucost-quantifies-environmental-costs-of-food-production/)**

We would like to research, produce and fund similar papers but remove animal agriculture from the equation completely so we can show people how nutritionally complete and sustainable veganic lifestyles can be, and of course, the positive impact on the environment should farmers adopt just some of our practices. We hope to inspire people to copy our successes and learn from our mistakes.

By encouraging a plant-based diet and ending animal agriculture we can dramatically reduce our greenhouse gas emissions. There's an interesting video [here](https://www.youtube.com/watch?v=F1Hq8eVOMHs) (<https://www.youtube.com/watch?v=F1Hq8eVOMHs>) that gives all the statistics on our CO2 emissions and which food sources and farming techniques are best for the environment. We need more organisations and food industries to realise that we have to change our eating habits if we are to survive as species.

For the shocking truth of how animal agriculture amounts to **51%** of our greenhouse gas emissions, click here: [Cowspiracy Greenhouse Emissions](https://www.cowspiracy.com/facts) (<https://www.cowspiracy.com/facts>) and to see the fantastic work already happening with promoting kinder ways of living, check out [Surge Activism](https://www.surgeactivism.org/) (<https://www.surgeactivism.org/>)

By encouraging people to consider how the consequences of their choices affect greenhouse gas emissions such as fossil fuel use, consumerism, flying, going paperless, make-do-and-mend, sharing resources and finding green alternatives wherever possible, we hope to help alert people to the crisis whilst also empowering them to do something about it. For the full manifesto on the Eden Movement and what you can do, click [here](http://www.newedenism.org) ([www.newedenism.org](http://www.newedenism.org)) and to see how you can lower your carbon footprint, please visit the Carbon Trust [here](https://www.carbontrust.com/) <https://www.carbontrust.com/>

#### 1) What makes our proposed projects innovative?

By combining heritage farming wisdom (indigenous tribal, pilgrim, medieval peasant farming) with modern technology, we can find solutions to grow more nutritious organic wholefood without fossil fuels or chemicals. Our online communities enable us to share our findings with other grow communities and eco-villages on well established platforms online (including ones we founded).

By making kindness the main priority in our choices, personal growth becomes ranked above economic growth so that ‘growing together’ means far more than just growing our own food. By challenging people to reflect on the true consequences of their actions and to make kinder choices, we hope to increase empathy and people’s willingness to do what it takes to lower our carbon footprints.

By offering personal development courses and life coaching that prepare the individual to overcome the cognitive dissonance that often hinders them from holding themselves accountable for their choices we can empower individuals to choose better for the planet, for themselves and for others. We believe it is an innovative approach designed to tackle the psychological obstacles such as apathy, dissociation, and a general feeling of helplessness currently preventing humankind from evolving into conscious beings that want to change in order to prevent mass extinction.

By having an actual community permaculture farm and eco-village, we can demonstrate how our innovations and infrastructures work and show first-hand how to create small

scale permaculture farms. Courses can be held onsite with free downloadable resource packs that include template forms, contracts and guidance on how to replicate our successes (and avoid our mistakes!).

## 2) Beyond greenhouse gas reduction, what other environmental benefits would our projects create?

We seek to grow food in innovative ways that increase biodiversity and protect the local flora and fauna. By adopting permaculture philosophies of understanding and observing what nature wishes to bring to the environment and working with the eco-system and not against it, the benefits are numerous to all life.

The impact of winding-down animal agriculture along with its crimes against nature like dumping slurry in rivers, ocean deadzones, badger culling etc would be clear and measurable. Encouraging the repurposing of intensive crop growing areas currently used for animal feed and allowing grazing/silage fields to be rewilded would have a huge impact on the environment.

Our projects also provide education to help reduce food waste and packaging, encourage composting, teach where food comes from, soil regeneration and tree planting to maximise carbon sequestration. We consider irrigation, water saving, recycling, upcycling, and always try to ‘womble’ all materials before resorting to buying anything new.

As we are conservational ecologists, our projects all focus on how to encourage more wildlife, in particular, pollinators and natural eco-systems. We encourage people to question the need to ‘own’ pets, in particular those that can have devastating impacts on local bird populations.

We have found that by inviting people to come and connect with nature, they start to advocate for it, and when that happens, the benefits to the environment keep growing.

## 3) What wider social or community benefits do our projects bring?

We are a community-based organisation, offering a sense of belonging and purpose to all, including neurodiverse people and those suffering from burnout, loneliness or isolation, particularly in our post-pandemic culture. Well-being, inclusivity and a warm welcome is made to all.

We share what we have with those around us, be it food we have grown, jams we have made or plants we are giving away at our 'Plant Station' outside the village centre house, we like to share our success with the wider community.

Our networking platforms online (we admin several online platforms with thousands of members) mean that our community is not confined to our local area; we have lots of supporters regionally, UK based and from around the globe. With so many followers watching what we're doing and ready to replicate our successes, our ripples could be very far reaching!

The Eden Movement website generates regular enquiries from around the world so we have a growing list of international contacts ready to further the cause and help people to make kinder choices.

#### 4) How does our proposed project support people who are most impacted by the effects of climate change?

By lowering our greenhouse gas emissions here in the West we can halt global warming and help prevent further climate disasters in other parts of the globe most affected by climate change.

With campaigning to show people how unsustainable our current way of living really is, we speed up the 'joining of the dots'. We will continue to share news of actual events happening right now (like entire cities having to relocate due to rising sea levels) together in the same forums that have courses designed to highlight how our personal choices impact others, near and far.

By using social media, publishing online quizzes and offering free courses on self-development, we hope to make people more environmentally aware and more willing to reflect on their own personal choices. All our quizzes will have links for people keen to know more.

#### 5) How do we plan to share and inspire others?

It is our mission is to share! With free resource packs, seeds, courses and template contracts for people to set up their own projects, we love to inspire and enable people to copy our successes and learn from our mistakes.

We share all our news online and host regular events to share our land, time, knowledge and even our guitar and singing skills around a campfire from time to time. We love

feedback so our plans are inherently co-operative in nature as we seek to meet the needs of our community.

Our volunteer and visitor programmes will enable people to not only learn all about more resilient food growing systems, they get to share in our abundance. All our events come with delicious wholefood plant-conscious banquets, as we find the best way to deliver the message that eating plant-based food is fabulous is to feed people.

## 6) Why now?

We are facing a climate emergency and if we don't make radical changes very soon, we face mass extinction, not just of the many species already dying-out due to the crimes against nature we keep committing like deforestation and commercial trawling, but of our own species. The choices we currently make as a species are simply not sustainable.

We started the Facebook page '[Vegan Eco Village Networking](#)' a few years ago. It boomed in popularity attracting thousands of people all having the same idealism. And the same obstacles to creating an intentional community. Having found innovative ways to navigate around these obstacles, we are finally close to securing the land and property for the flagship eco-village grow project and once established, we want to share what we have learned on this journey. It's been emotional, but what we have learned is important.

With a multitude of smaller grow projects already running, we have found dedicated people who share our passion for veganic growing. By focussing on food growing, preservation, and cooking with the produce from our farms, alongside allowing things to develop organically in all senses of the word, we find we now have a resilient community of pioneers all supporting the Eden Movement and helping us put the vision together with an agreed route on how to achieve it. We have so many offers to join us, it would be a wasted opportunity not to help these people realise their eco-dreams alongside ours. Now is the time.

## 7) What next?

Founders Shelley and Paul have been refurbishing properties since they met in 2017 and have managed to turn their homes into realisable assets that have so far been the entire source of funding for all Edenkind projects. They see these financially 'sound' projects as transitional stepping stones away from mortgages and debt and having to 'work' full time into a life balanced with regeneration and rest. It currently seems like it's all work setting things up and fundraising so the 'what next' for the founders is to step back and not work quite so hard this summer! It has been decided that there will not be so many public

events Spring/Summer 2023 while the focus is on conservation, eco-sculpting and rewilding the land and selling off assets like Fferm Heulog and Shelley's home in Llandysul.

Unless the farmstead that adjoins Cwm Caredig were to come up for sale, founders Shelley and Paul are *not* prioritising intentional community building for the time being, however the long term goal is very much to be in a position to buy the adjoins farmstead at Cwm Caredig (and all the stone buildings and barns there) and create an eco village with immediate accommodation as an affordable housing co-operative.

Until then, we are still very much ensconced in eco-retrofitting property in Llandysul, with Shelley's home almost completely refurbished and ready to sell and Paul's recent acquisition 'Ty Bliss' at the 'builder's yard' stage but first-fix is almost finished!

Ty Bliss is a mixed use building and is set to become an eco-hub with a therapy/sensory room, administrative centre and upcycling workshop. As focus has had to shift towards barn building at both our off-grid sites, the eco-hub may now not open until after harvest/autumn time 2023, however we will have disabled bathroom facilities, laundry and charging space for van dwellers who come to help us grow veg in peak season. And a place to gather as a community even if we haven't painted the walls yet.

When we have finished refurbishing Ty Bliss, we will be offering several therapies and services including life coaching, advice on 'how to leave the rat-race', becoming more self-sustaining, consultation services, counselling and other therapies including an autistic sensory room and trauma therapy. Nature therapy and forest bathing will be available at Cwm Caredig by private arrangement but will be open to the public when the newly planted forests are better established. All on a 'pay what you can' basis. If you would like to support what we are doing, we will soon be launching a membership package with all sorts of fabulous perks that should help us afford to pay wages and keep the momentum going with the Eden Movement and the fabulous work we are doing.

We would love the next chapter to include some external funding or sponsorship to create the CLT (community land trust) at Cwm Caredig and bring it into community ownership but for now, we are planting 1000s of trees, building barns, hosting volunteers and prepping for the coming grow season. This year we are going to add a large variety of squashes to the crops we usually grow.

We would love skilled people that can help us with barn building, landscaping, permaculture farming, setting up solar and unskilled people happy to make campfires and

learn to come and join us. Together we can create something very special; a garden of Eden for future generations to thrive, not just survive.