### Have Christmas on us.

#### Two months free TV, broadband and phone after that it's just £19.50 a month when you take a Virgin Media phone line for £11 a month.

- Over 65 top TV channels including Sky1, LIVING and Discovery. Plus add Sky Sports\* and Sky Movies<sup>\*</sup> for a little extra.
- Up to 10Mb broadband that is fast and reliable.
- And chat as long as you like on weekends (to numbers beginning 01, 02 and 03).

Plus sign up by Dec 9th to be installed before Santa arrives.

### 0800 052 7675 virginmedia.com/tv or visit Virgin Media stores

POWERFUL STUFF

not to pdy by Direct Debit and wait of Wait Decene a puper bin, internet monthly piled you ent handling: £16; Phone line and paper bill: £12.25; Phone line, non-Direct Debit payrr arge payable to Virgin Media Payrments Ltd and/or paper bill charge of £1.25. VAILABLE IN VIRGIN MEDIA CABLED STREETS ONLY. Subject to network capacity, 12-m

Get all this tree tor he is two months,

contract period you will incur an early disconnection fee. Available to new customers and existing customers taking an additional cable service (subject to status and credit checks). Downgrading services in your bundle during the minimum period will attract a charge. Not to be used in conjunction with any other offer. First 2 months free offer Offer ends 31/01/10. Available to new and existing customers (subject to status and credit checks). You will receive the first 2 months of your TV, and broadband free vic Offer ends 31/01/10. Available to new and existing customers (subject to status and credit checks). You will receive the first 2 months of your TV, and broadband free via credit applied to your bill. Offer excludes £11 a month line rental charge. Only available when taking at least the following minimum bundle: TV size: XL, broadband size: L (up to 10Mb) and phone size: M (Talk Weekends) at £19.50, when you take a Virgin phone line at £11 per month. During the first 2 months you will be charged for phone line rental (£11 a month) plus any calls outside of your call package, on-demand purchases and service upgrades. Standard prices apply thereafter. Existing customers who upgrade existing TV package will get a discount equivalent to the difference in price between your current TV package and XL TV for the first 2 months. Existing customers adding a TV service will receive the first 2 months for their TV service free (currently XL £21.50). Customers on non-standard pricing will need to move to standard pricing to receive these offers. TV: Premium channels and package upgrades must be kept for at least 30 days. "Premium TV services are provided to you by Virgin Media Entertainment, the trading name of Future Entertainment S.a.r.I which is a subsidiary of Virgin Media Inc. Broadband: Acceptable Use Policy applies. Minimum computer requirements apply. Speeds referred to are download speeds. Speed of internet connection assumes components working at optimum speed and capacity. Both cable and ADSL broadband are affected by user volume. Phone: Zero-rated tariff applies to the first their divery updite. Be-child before currently updite divery updite. Be-child before currents apply. Speeds referred to are download speeds. Speed of internet connection assumes components working at optimum speed and capacity. Both cable and ADSL broadband are affected by user volume. Phone: Zero-rated tariff applies to the first hour of direct-dialled local and national geographic voice calls only cumbers becainging 0.01.2 or (unmbers beginning 01,02 or 03) starting within the Weekend (all day Starturday and Sunday) period. Subsequent minutes will be charged at 4 pper minute. Re-dial before 60 minutes to avoid call charges. Calls to non geographic numbers (usually start 0845, 0870 etc) cost no more than 10p per minute plus a connection fee of 7p per call. Full pricing details can be found at www.virginmedia.com General: Standard installation £35. Installation before Christmas subject to survey and us obtaining any necessary permissions (e.g., landlord's permission on rental property). Payment may be required in advance. All prices include VAT. Information correct at 11/09. Calls may be monitored. Further Legal Stuff applies. Go to www.virginmedia.com

## SUN MAN VISITS THE WORLD'S FIRST ECO ISLAND

SAMSO



From **BEN JACKSON** Sun Environment Editor in Samso, Denmark

STANDING in the middle of his strawberry patch, farmer Mogens Mahler watches the giant blades wheeling away 150 feet above our heads.

"I was suspicious about whether it would work out," he says. "My hands were sweaty when I wrote out the cheque for the turbine – it was a big moment for me.'

Then he adds with a grin: "It was the right thing to do.'

Then he adds with a grin: It was the right thing to do." This is Samso, Denmark – population 4,000, and nicknamed "Energy Island". The area is the focus for The Sun's second special report before next week's key UN summit on climate change, in the country's capital, Copenhagen. In just ten years, the farming community on Samso has gone from relying on oil imports to producing enough power to be self-sufficient. It is now being hailed as a symbol of how green power can work. Mogens wheels his bicycle alongside as we walk down several dirt paths leading past turbines belonging to Mogens and his neighbours.

neighbours

Each one whirls busily in the gusty wind, generating earnings of approximately  $\pounds 20,000$  per year as well as power.

But experts agree the secret of success in this blustery green paradise is not so much the bracing wind around us as the islanders, who united to transform this island backwater.

The people living on this isolated strip of land are not hippies but a gentle community of middle-aged farmers who have become worldwide pioneers. More than one in ten have invested in wind turbines, biomass boilers and other forms of alternative correct and Macrone is

wind turbines, biomass boilers and other forms of alternative energy, and Mogens is a prime example, having shelled out nearly £120,000 for his own turbine. Soren Henmansen is the man who first persuaded them to buy into alternative power nearly 13 years ago. The little island won a competition run by the Danish government in 1996 to find a place that would become a model of power generation for future generations. "In Britain you have quite an old-fashioned approach," says Soren. "When you want to build turbines, the Government asks for bids and a giant company or an investment bank will put up the money.

"But the local people never get any benefits, so when the turbines are installed the people who live around them come to hate them.

"Here we persuaded people that if there were going to be changes, they would have a stake in them." Soren, director of the Samso Energy

Academy – a small centre where eco-tourists can learn about the 44 square mile island – adds: "Four years ago, all the oil for our heating was brought in by sea and our electricity came from coal-fired power imported from the mainland.

"Now we have changed. When people hear the sound of turbines here it is like the sweet noise of money in the bank."

the sweet noise of money in the bank." The islanders have a share in the 11 turbines on the island – and in another ten sited offshore in the Baltic. Soren is proud of the changes on the island but admits one of the ironies is that many islanders do not suffer any consumer guilt

"People here still have Wii consoles and big, flat-screen TVs," he says. "They think, 'Tll use more energy if I want. I don't owe anyone anything because I'm already helping someone else to be CO2-free'."

Bernd Moller, technical manager of the academy, pulls up in his electric Peugeot car to take us to one of the heating plants that has replaced Samso's oil-fired burners. He shows us how 15 straw bales a day are burned in a biomass furnace.

are burned in a biomass furnace. But no one works here – the bales are dropped off and go into the furnace on a conveyor belt and the heat generated is channelled through seven miles of under-ground pipes to heat 240 homes. Five of these plants provide 75 per cent of the heat used by the island's families

of the heat used by the island's families. It means an annual fossil fuel bill that was once equal to nearly 11 tons of CO2 per person is now down to virtually nothing. "Farmers and islanders were

### **EVERY ONE** OF US CAN DO OUR BIT



DANISH model Helena. 40. i DANISH model Helena, 40, is passionate about climate change. Recently, in Peru, she witnessed the effects of global warming first-hand. Here, she offers her views:

FOR so many of us, climate change is an idea belonging in the future. But for millions of people in developing countries, it is a devastating reality. So much more could be done, and I feel I could do so

done, and I feel I could do so much more even in small ways. I have to be extremely disciplined and I realise that if it is hard for an individual, it is even harder for politicians who are leading nations. But I don't see the point of looking to place blame all the time. We as individuals have to make changes, and while countries will try to blame each other it is important to look beyond all that. We can begin to change this

We can begin to change this by demanding world leaders cut emissions and provide funding so poor communi-ties can protect themselves from climate change. Yes, I will be going to

nhagen. I think maybe it is the most impor-tant conference there has ever bee These days I live in New York and walk everywhere nes as fa as 90 blocks.

I also take col short showers and hardly have any lights on at home. I guess the show

ers are a Scand navian thing, but it helps you to keep your life-expectancy high too – that and all the Jagermeister drink! My

son years old and absorbing everything. He is becoming aware that the world is not as

world is not as rosy as you think when you are younger. It's important to keep that innocence, but I show him the photos of where I've been in Peru to try to open him up, little by little. to what's happening in the world.

#### **FACTS & FIGURES**

**2** YEARS: Amount of time the island of Samso has been self-sufficient in power. 51 MILLION POUNDS: Invested by locals, government and business in turbines and heating plants. **OMETRES PER SECOND:** Average wind speed on the neighbouring Baltic Sea. 6 YEARS: How long it will take for the onshore turbines to pay for themselves

ECO-IMAGES . . Mogens gets on his bike, haybale heat generators, above, and the offshore wind turbines. **Right:** model Helena

# Welovewind furblieshere, **THEADSMONEY** mingbank

The changes have fired the imagination of others on the island. Eric Koch Andersen, 64, is an organic farmer who runs his car and tractor on rapeseed oil he presses himself in a solar panel-studded cowshed.

"It doesn't save me money," he says. do it because I believe in it. I've watched climate change here over the years - these

days it hardly ever snows - and I wanted to do something." Meanwhile, the greening of Samso continues.

of Samso continues. Forty public buildings await ultimate insulation measures – and the fitting of alarm systems for when energy use is too high. Another offshore wind farm is planned, a turbine is proposed for the north of the island and there are plans to replace petrol cars with electric ones

within two years. Soren says: "In the beginning people thought this was an experiment, but we don't want this island to be a place where people try out technologies – we want Samso to be a place where they work."

b.iackson@the-sun.co.ul

