

GET A GREEN GRIP

PETERBOROUGH

GET A GREEN GRIP PETERBOROUGH CHEAT SHEET

<p>Who</p>	<p>The Get a Green Grip Peterborough campaign is being run by Peterborough Environment City Trust (PECT).</p> <p>The campaign is being supported by Peterborough City Council, Queensgate, Wildlife Trust, Hereward FM, Energy Saving Trust advice centre Anglia, Eastex materials exchange, www.greenenergyswitch.com, and a range of local retailers.</p> <p>The campaign is being sponsored by a number of organisations: Perkins, Peterborough Evening Telegraph, KJS Print and Mail, Royal Haskoning, and the Environment Agency.</p>
<p>What</p>	<p>The 'Get a Green Grip Peterborough' campaign will distribute over 5,000 natural cotton bags to enthuse shoppers across the city to replace plastic bags with a reusable cloth bag.</p> <p>The campaign aims to raise awareness of the damaging effects of plastic bags to the environment and empower local people to take a small step towards reducing their carbon footprint.</p>
<p>Why</p>	<p>UK shoppers get through eight billion plastic bags a year, the equivalent of 133 per person.</p> <p>In Peterborough around 37 million plastic bags are thrown away every year – a pile reaching over 2.5 miles high.</p> <p>The average plastic bag is used for just 20 minutes but takes up to 1,000 years to decompose.</p> <p>Plastic bags often end up in landfill, the ocean or an incinerator and are extremely damaging to wildlife and the local environment.</p>
<p>Where</p>	<p>This is a Peterborough wide campaign.</p> <p>Shoppers can get their hands on a free reusable, natural cotton bag throughout the Peterborough Green Festival which launches on 24th May in Cathedral Square with events running for two weeks until 8th June 2008.</p>
<p>When</p>	<p>The campaign launched in May 2008 and the initial phase will see 5,000 free reusable bags handed out.</p>
<p>Comments</p>	<p>Peterborough Environment City Trust (PECT) is organising the campaign. Chief Executive Hugh Cripps explains, "The problem with plastic bags is that they take decades to decompose and often end up in landfill, the ocean or an incinerator. Bags are still being dumped by the billion in landfill sites, despite the risk of damaging the landscape and wildlife for generations."</p> <p>He continues, "The 'Get a Green Grip' campaign will help reduce Peterborough's impact on the environment, and move the city one step closer to becoming UK Environment Capital."</p> <p>Peterborough City Council's Cabinet member for the environment, Councillor Graham Murphy, has welcomed the campaign. He said: "Peterborough wants to become the UK's</p>

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Environment Capital and local people are supporting the city council's aim to push the proportion of household materials that are recycled beyond 65 per cent. We are now accepting glass bottles and jars in our kerbside collection of green household recycling bins and this 'ban-the-bag' campaign will bring significant benefits for sustainable living for future generations."

"The Get a Green Grip Peterborough campaign is a worthwhile initiative given the city's aim to become the UK's Environment Capital. I hope a lot of shoppers will shift from plastic to reusable bags."

Lord Mawhinney.

"Banning the bag is another important way in which each and every one of us can 'do our bit'. In the past, whether through environmental pledges, increasing bus usage or using our extensive recycling facilities, local residents and businesses alike have consistently demonstrated their commitment to improving the local and global environment. I have every confidence that we can rely on their support for this important campaign."

Trevor Gibson, Director of Environment and Community Services, Peterborough City Council.

"Banning the bag is a step in the right direction giving people another opportunity to recycle, while reducing the harmful waste we send to landfill. It's our consumption of everything – whether it's petrol, water or consumer goods – that is driving virtually every environmental problem on the planet and it needs to stop. People seem to be in the habit of accumulating several plastic bags on each shopping trip most of which are thrown away. This is an incredible waste of the precious resources needed to produce a bag."

Annette Joyce, city centre director for Peterborough City Council.

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