



## **PRESS RELEASE**

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# **Key groups urged to help the public go green**

Key organisations from across the East Midlands are being urged to help the public go green.

The East Midlands Regional Assembly is staging an event on Thursday, May 8, to show how councils, the NHS, businesses and community groups can play their part.

EMRA has already launched a low carbon challenge, to encourage assembly members and the public to make simple lifestyle changes, which can reduce global warming.

Now, EMRA is encouraging key organisations to act, to make it easier for people to live greener lives. It is staging a conference at Nottingham's Trent FM Arena, to show how organisations can:

- Lead by example – showing the public what is possible
- Showcase good practice
- Launch green projects
- Support communities to devise their own solutions

EMRA is showcasing the work of groups across the region who have already taken action. For further details, see [www.emra.gov.uk/behaviour-change](http://www.emra.gov.uk/behaviour-change)

Elizabeth Donnelly, Chair of the Regional Assembly's Investment for Health Group, said: "Climate change is potentially a big problem, but we can all play a part in reducing its impact.

"People can use their cars less or buy low-energy bulbs, but there's a limit to what they can do - to achieve a real impact, they need support from the region's big organisations. For example, more people might cycle if their councils create more cycle routes, and recycling rates could be improved if recycle bins were available at public venues."

Stan Crawford from Sherwood Energy Village, one of the groups taking part, said: "We have proved that once you recognise environmental challenges as an opportunity, people become real champions for change. We are now influencing all those who work with us."

Rowena Limb, Director of Environment and Transport at Government Office East Midlands, said: "Traditional actions by Government alone are not enough to meet the complex challenges of climate change and sustainable development.

"Defra and other government departments have a strong interest in understanding how people might be persuaded to change their behaviour voluntarily, to protect and improve the environment. I'm pleased that the Government Office has been able to help steer some pioneering activity, looking at how we might achieve this."

The Trent FM Arena has shown its commitment by using only locally-supplied food, which reduces food miles and supports local firms – a policy it is now looking into adopting permanently.

Catering Manager, Alex Emson, said: "With local dishes such as Lincolnshire sausage in old speckled hen gravy with chive mash, Melton Mowbray pie and piccalilli and Bakewell tart and custard, delegates will be treated to a real taste of the Midlands, sourced from local farms and sustainable services."

**Groups attending the event include:**

**Derby and Derbyshire:** the city, county and district councils; Derbyshire County Council; Peak District National Park Authority; Unite union representatives from Rolls Royce

**Leicester and Leicestershire:** the city, county and district councils; Leicester College; University of Leicester; Loughborough University; De Montfort University

**Lincoln and Lincolnshire:** the city council; Lincolnshire Wildlife Trust

**Northampton and Northamptonshire:** the county council; Tingdene Homes/University of Northampton; Wellingborough Partnership

**Nottingham and Nottinghamshire:** the city, county and district councils; University of Nottingham; Nottingham University Hospitals NHS Trust and Nottingham City and Nottinghamshire County Teaching PCTs

**Rutland:** Rutland County Council

**Regional:** Government Office of the East Midlands; DEFRA; EMRA; Friends of the Earth; Groundwork East Midlands; Natural England; Woodland Trust; CPRE

For case studies in your area and their contact details, see <http://www.emra.gov.uk/what-we-do/regional-communities-policy/sustainable-development/behavioural-change/its-all-about-behaviour-change-may-8th-national-ice-centre-nottingham-arena/regional-success-stories>

**Background: the potential impact of global warming**

- Predictions show that the region's temperature may increase by 3°C by the end of this century and that there may be further changes in rainfall patterns. Sea level rise could be in the range of 22-83cm on the East Coast by the middle of the century.
- For further details, including temperature and rainfall maps, see [www.emra.gov.uk/what-we-do/regional-communities-policy/sustainable-development/climate-change/the-changes-and-preparation](http://www.emra.gov.uk/what-we-do/regional-communities-policy/sustainable-development/climate-change/the-changes-and-preparation)
- For further details on EMRA's low carbon challenge, see <http://www.emra.gov.uk/what-we-do/regional-communities-policy/sustainable-development/low-carbon-challenge2>

**EMRA Background:**

- EMRA is made up of elected councillors and other community and business representatives. It devises regional planning, housing and transport policies and scrutinises the East Midlands Development Agency, Emda. For further details, see [www.emra.gov.uk/who-we-are/faq](http://www.emra.gov.uk/who-we-are/faq)

**For media interviews, contact Mel Atkinson on 0777 196 6906.**

