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## Public sign up to carbon reduction in record numbers

The pioneering CRed carbon reduction programme launched three years ago by climate scientists at the University of East Anglia has seen a five-fold increase in the number of carbon reduction pledges received over the last 12 months.

CRed's 2006 report will be launched at UEA's Zuckerman Institute for Connective Environmental Research at 6.45pm on Thursday October 26.

The report will outline CRed's considerable progress over the last twelve months and the success the Norfolk born venture has had in exporting the CRed partnership approach to other areas of the UK and overseas. The launch event will include speakers from Chester and Ipswich, both of which have adopted the CRed system.

Prof Trevor Davies, CRed director and UEA Pro-Vice-Chancellor, said: "I am delighted to be launching the CRed 2006 report which outlines the fantastic progress we have made over the last twelve months.

"The report records the broad range of activities CRed has undertaken, but what it can't quantify is the amazing growth in awareness of the need for action on climate change which the CRed programme has engendered.

"We are grateful to our main sponsors EEDA, HSBC and the Norwich and Peterborough for their backing, and with their continued help we look forward to growing even faster over the next twelve months, not least because it is crucial for the future of our planet that we and others like us succeed."

During the year CRed has:

1. Increased the number of carbon reduction pledges five fold
2. Doubled the carbon saved per domestic pledge
3. Launched in Suffolk, Chester and the London Borough of Camden
4. Spread to the United States through CRed at Chapel Hill, North Carolina
5. Launched a pilot programme in Okinawa, Japan
6. Organised, or been represented at, over 100 public events in Norfolk alone
7. Submitted two major contributions, complete with specific recommendations on carbon reduction policy, to the Government and Parliament
8. Been a leading partner in biofuel trials in Norfolk-based vehicle fleets
9. Worked with around 30 schools to delivering energy saving in Norfolk schools

10. Stimulated dozens of businesses into taking action on carbon reduction

11. Refined the CRed pledging system to incorporate easy to follow pathways to enable citizens to reach a 60 per cent reduction in their personal carbon dioxide emissions

The UEA-based CRed programme is currently working with over local 30 schools, around 100 businesses nationwide and 12 local authorities across the UK with a view to reducing carbon dioxide emissions. CRed has signed up in excess of 4000 householders to pledge to reduce their carbon emissions by undertaking a series of common sense energy saving measures in their daily lives. CRed's ultimate aim is to reduce the greenhouse gas carbon dioxide, which is the main contributor to global warming, by 60 per cent by 2025. CRed's have also been established USA and Japan.