



***Press Release: Monday 20th December 2010, FOR IMMEDIATE RELEASE ***

Give a gift with real atmosphere: destroy some pollution permits through Carbon Destruction, from the Sandbag Climate Campaign

Today the Sandbag Climate Campaign announced the relaunch of its *Carbon Destruction* service that lets the public buy and cancel pollution permits and take them out of the hands of would-be polluters. These pollution permits are used to control around two billion tonnes of carbon emissions annually from Europe's power stations and factories[1] and *Carbon Destruction* is designed to let everyone get involved to make sure there are fewer of them.

Available at sandbag.org.uk/carbon, *Carbon Destruction* provides: the world's best looking short introduction to cap and trade; a simple form to choose how many pollution permits you want to destroy for yourself or as a gift (one permit equals one tonne CO2 emissions) [2]; and an automatic email option to support Sandbag's campaign for the EU to reduce the supply of permits. Following the purchase, supporters immediately receive a certificate with the unique permit numbers they have destroyed, and a copy of their email to EU Commissioner for Climate Action, Connie Hedegaard, voicing their support for reform of the European Emissions Trading Scheme.

"This Christmas gift is definitely different!" said Sandbag Director Michael Buick. "But Carbon Destruction is the perfect last minute eco-present: it's a direct action to reduce pollution in one of the smartest ways possible AND a political call for change. Emissions trading may seem abstract, but it's not just a theory for all those big power stations that need one permit for every tonne of pollution they send up their chimneys. Carbon Destruction lets you tear up those permits and gives you a megaphone to call for fewer to be created in the first place."

Sandbag charges only the cost of the permit plus admin fees, making the current price £14.78 per tonne. There is the option to add a donation to the purchase to support Sandbag. The Sandbag Climate Campaign uncovers what's really going on in emissions trading, creatively communicates the facts and advocates for concrete reforms that could save billions of tonnes of carbon emissions over the coming years. Here's how we've been described:

- a 'vital campaign' (Mark Lynas, author of Six Degrees);
- 'probably the most creative anti climate change website around' (Alok Jha, The Guardian);
- 'an inspirational idea' (Professor Chris Turney, author of Ice Mud and Blood: lessons from Climates past)

To see Carbon Destruction visit sandbag.org.uk/carbon

ENDS

For more information or to arrange an interview, please contact:

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NOTES

Pollution permits are part of the EU Emissions Trading Scheme (ETS) and formally referred to as EUAs (European Union Allowances). They are created by the EU to provide 'cap' on pollution, with the number of permits declining over time to drive down emissions. Participants in the ETS are allowed to buy and sell permits, and this market helps to find the most economically efficient carbon savings.

Sandbag has purchased its current stock of permits from St Helens and Knowsley NHS Trust, who have more than they need and would otherwise have been selling the permits on the market. Sandbag is pleased that it's purchase can help to support the NHS.

[1] To see where these polluters are, how much they emit each year and how many permits they have been given visit our interactive map at:

<http://www.sandbag.org.uk/maps/emissions/>

[2] One tonne of CO₂ is roughly the amount emitted by one transatlantic flight or leaving everything on standby for three years, or the amount saved by switching to an electric car or installing solar panels for a year.