



Press Release

9 December 2009

Co-operatives^{UK} asks members to get Greener Together

'Greener Together – the co-operative way', a new and ambitious campaign from Co-operatives^{UK}, is actively seeking 50 committed co-operatives and community owned enterprises across England to work with their members - a total of 3,600 people – to become greener and reduce their carbon footprint.

Greener Together – a six month study investigating how people can overcome the barriers of lifestyle change and live in a more sustainable way – is directly supporting individuals from consumer, worker, housing and other co-operatives and community owned enterprises to reduce their environmental impact in the areas of *energy, waste and personal transport*.

"The core aim of Greener Together is to engage, support and provide the means to make lifestyle changes that reduce members' and customers' environmental impact in these three key areas," said Helen Seymour, Head of Projects and Development at Co-operatives^{UK}.

"Many co-operatives are already doing great things to encourage their members to live in a more sustainable way. The Greener Together project builds upon this and will help strengthen relationships between co-operatives and their members."

Individuals from each sector will choose from a number of environmental actions based around the home, and each action will produce a representative reduction in carbon emissions. Members and customers will pledge to reduce their CO₂ by 10 to 20 per cent in two out of three of the key areas, over the six month period.

Ed Mayo, Secretary General of Co-operatives^{UK}, said: "We are directly supporting individuals to change their behaviour and reduce their impact on the environment and want to hear from co-operatives big and small – consumer, worker and other – that could work with their members to change their individual habits.

“Now is the time to join with other co-operatives and community owned enterprise and work together to pioneer a practice that will really help affect change!”

Part of the Greener Living Fund, sponsored by the Department for Environment, Food and Rural Affairs (Defra), the dynamic project aims to help people to live in a more sustainable way, by focusing on the small actions every individual can take in their daily lives and enables member organisations of Co-operatives^{UK}, the Confederation of Co-operative Housing (CCH) and the Plunkett Foundation to work with their members and customers in achieving greener behaviour.

To find out how you can join Greener Together and make a real difference contact Michelle Lockwood on 0161 246 3287 email michelle.lockwood@cooperatives-uk.coop or visit the website at www.greenertogether.coop

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Notes to Editors

Co-operatives^{UK}

Co-operatives^{UK} is the member-owned and led organisation that promotes the interests of co-operatives, works to increase awareness and understanding of co-operative values and principles, and supports the development and growth of new and existing co-operatives. It is a focal point for the sector, a forum for innovation and best practice, and a strategic voice for the co-operative movement.

Co-operatives^{UK} represents co-operative enterprise throughout the United Kingdom of Great Britain, Northern Ireland, the Channel Islands and the Isle of Man.

In 2008, there were over 4,820 co-operative businesses in the UK, owned by 11.3 million people (one in five of the population) and sustaining more than 200,000 jobs. The sector had a combined turnover of £28.9 billion.

www.cooperatives-uk.coop

Defra's Third Sector Strategy, launched in November 2008, shows the Department's commitment to working with the third sector (which includes voluntary and community organisations, charities, NGOs, co-operatives and social enterprises). The Greener Living Fund had a total budget of £6m to award in a two year funding period and contributes to the Government's work towards a sustainable, low carbon and resource efficient economy.

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