



PRESS RELEASE

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BORIS JOHNSON: PROTECTING OUR ENVIRONMENT

A Cleaner, Greener London

The Conservative Candidate for Mayor of London, Boris Johnson, today unveiled his environment manifesto with the centrepiece focusing on promoting innovative schemes that pay Londoners to recycle. This approach reflects the overall ethos of the manifesto - that we should work with London Boroughs to reward people for going green, rather than fining them.

This incentive could lead to substantial increases in household recycling rates, therefore reducing the amount of waste that is sent to landfill. A similar scheme in America has increased the amount of household waste being recycled by more than 200 per cent. While the Mayor does not control waste in the capital, we feel he should be working with boroughs to change behaviour for the better in London.

The manifesto will also make protecting London's open spaces a key part of the campaign by investing £6 million in making our open spaces cleaner and safer, and investing in 10,000 street trees to improve the local neighbourhoods that need them most.

In the fourth mini-manifesto from Boris Johnson, other pledges include:

- Using the Mayor's powers to protect the green belt and protect against development on gardens
- Working to help cut London's carbon emissions by 60% from their 1990 levels by 2025 through promoting greater energy efficiency and cutting congestion
- Opposing the third runway at Heathrow
- Working with the boroughs to encourage Londoners to install insulation in return for Council Tax rebates
- Making London a genuinely cycle-friendly city.

Commenting ahead of the launch, Boris Johnson said:

"I will take action to make London the greenest city in the world. While the current Labour Mayor and his officials have spent time and taxpayers' money jetting around the world attending climate change conferences, key aspects of our local environment have been neglected.

"Increasing recycling may appear to be a small gesture but will actually improve the lives of thousands of Londoners. I want to work with London boroughs to make that a reality.

"Our current Mayor is out of touch with everyday Londoners. Areas that have pleasant, clean, open spaces are less likely to suffer from crime. It is time we had a new approach in London. That is why we need the improvement of our open spaces as a top priority on the environmental agenda. I am the man to bring about that change."

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Notes to Editors

RecycleBank

We will champion new and innovative schemes to improve recycling rates. For example, a successful new approach in the USA is to pay people to recycle. A company called RecycleBank has expanded extremely rapidly in the last 3 years and now works in more than 200 American cities and towns. Their ground-breaking approach has been highly successful, increasing the amount of waste recycled per household by an average of more than 200%.

RecycleBank give every household in an area a bin, or a box for more dense housing such as blocks of flats. The residents put all their recyclable waste in the bin, which is weighed when it is collected. The amount of waste recycled is recorded and credited to the household's account.

The weight of material recycled by each household determines how many RecycleBank dollars they earn. These dollars, in the form of vouchers, can be spent at a wide variety of national and local shops and businesses such as supermarkets, chemists, restaurants and hotels. There are currently more than 300 companies signed up with RecycleBank in the United States including Starbucks, IKEA and Timberland.

Where RecycleBank operates in America, the incentive has led to substantial increases in household recycling rates, so reducing the amount of waste that is sent to landfill.

At the moment, local authorities must pay £24 per tonne of household waste landfilled, but this will increase to £48 per tonne in the next three years.

Therefore reducing the quantity of waste sent to landfill cuts the cost of waste disposal for the local authority and so saves them money. The money saved is split between the local authority and RecycleBank.

RecycleBank's approach is successful because it rewards people for doing the right thing and recycling, rather than taxing them for producing rubbish as the Labour Government wants to do.

Key pledges from Boris Johnson's environment manifesto:

1. Protect and Preserve Open Spaces

- Use the Mayor's powers to protect the green belt and protect against development on gardens.
- Invest £6 million in making our open spaces cleaner and safer.
- Invest in 10,000 street trees to improve the local neighbourhoods that need them most.

2. Make It Easier To Recycle and Reduce Waste

- Promote innovative new schemes that pay Londoners to recycle.
- Work closely with boroughs to reduce the amount of waste sent to landfill, and support a ban on plastic bags.

3. Make Transport More Sustainable

- Oppose the third runway at Heathrow and mixed mode operation.
- Promote hybrid buses and get traffic moving more smoothly to reduce congestion and so reduce emissions.
- Make London a genuinely cycle-friendly city to promote modal shift.

4. Help Tackle Climate Change

- Work to help cut London's carbon emissions by 60% from their 1990 levels by 2025, through promoting greater energy efficiency and cutting congestion.
- Work with the boroughs to encourage Londoners to install insulation in return for Council Tax rebates.
- Champion innovation through an annual Mayor's prize of £20,000 for the best new ideas for low carbon technology from London's graduates.

Visit Boris Johnson's campaign for Mayor of London at: www.backboris.com

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