

**UK Business Council for Sustainable Energy (UKBCSE)
Press Release**



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Climate Change Communications: building commitment

The UK Business Council for Sustainable Energy (UKBCSE) has today welcomed the launch of the Government's Climate Change Communications Initiative in London.

Speaking at the launch, with the Secretary of State for Environment Margaret Beckett MP, the Council's Chief Executive David Green said:

"To respond effectively to the challenges ahead we need a collective and durable commitment across communities, consumers and businesses.

"This is essential to underpin the business investments and individual actions that are needed to tackle climate change. This new communications initiative is an important step towards achieving this."

The Council works with businesses investing in low-carbon technologies, with environmental organisations working to tackle climate change, and with Government to put climate change on the international agenda. This initiative represents a welcome move to bring all these forces together under one banner.

Particularly welcome is the intention to engage with communities, businesses and Government on a local level on the issues. David Green commented:

"Local community groups, business leaders and authorities are in a key position to engage with people on climate change issues. This communications initiative must build up a momentum of support behind the actions and investments necessary for a carbon-free future."

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For further information please contact

David Green, Chief Executive at the UKBCSE on 07802 242487

Notes to Editors:

1. The UK Business Council for Sustainable Energy (UKBCSE) was established in 2002 to facilitate progressive dialogue between business, NGOs and policy makers.
2. The Government's Climate Change Communications Initiative is a three-year drive to communicate the threat of climate change and the need for everyone to tackle the problem, with the intention of changing public attitudes and behaviour.