

JOIN OUR CAMPAIGN: YOU SAVE £££s...AND HELP SAVE THE PLANET



TODAY we launch the Sun's Green Team - a brilliant new campaign showing how EVERY reader can make small lifestyle changes to help save the planet.

And we want you and your family to join our new revolution. Our rewards will not cost the earth. In fact they will help you SAVE money.

A poll of 500 readers found nearly three quarters are more concerned than five years ago about our impact on the planet. Half said they have adopted more eco-friendly practices. Many included - with 60% less and reducing food waste among the biggest changes.

More than a fifth of us will do our best when we can all do it.

Helping our part in tackling greenhouse gases can feel overwhelming. But all this week we will be sharing 100 practical steps we can all take to create climate change - and help with our bills.

We have teamed up with the groundbreaking Council for a Green Planet to help you save millions of tonnes of carbon from being pumped into the atmosphere.

By CAROLINE IGGULDEN
Associate Editor

The global platform - launched on Saturday with the help of designers Steve Clark, Hannah Smith and Mark Smith - asks people to pledge to take simple steps to make a big difference.

We want you to go online to thesun.co.uk/pledge to sign up to one of our special Green Team pledges as you see messages. Make these, a special calculator will show you how much carbon you will potentially save by doing so. It will not cost you a penny, but the maximum you and your family can cut will be added to the worldwide total. And the online platform will support you every step of the way.

All this week we will be bringing you a special series focusing on the pledges, day by day, and sharing simple tips and expert advice on how to make good on your green goals.

We will also be making brilliant green promises to help cut your carbon footprint. From inside a new electric, Tesla Roadster - just what the motorist's car of the Year and worth more than £120,000. We are also giving away 10,000 of top-of-the-range electric bikes and scooters to help cut emissions and save on petrol bills.

Plus, you can win a year's supply of super black sunglasses. See Page 23 and 24 for full details.

Of course it is governments and industries that create the lead in introducing climate change that we can all do our bit.

It's not about being perfect or feeling guilty - just about making small changes in habits and routines, which can really add up. Carbon, emissions caused by burning fossil fuels such as coal, gas and oil lead to an increase in the "greenhouse effect", which causes heat to be trapped in the Earth's atmosphere.

This leads to rising temperatures and has been happening since the Industrial Revolution had increased significantly in the 19th Century.

If we all sign up to just THREE pledges each, that would save 100 million tonnes of carbon each year - the same amount created by the entire UK agriculture industry.

Take your photos and stories of how you are doing your bit to help the planet. thesun.co.uk/pledge - we can't wait to publish the best.

The Sun Says - Page 15

By going green we gain a safe and stable world
Says DAVID ATTENBOROUGH

HUMANITY is at a crossroads. The natural world is under serious threat and the consequences could be apocalyptic.

We are already seeing the coral reefs dying, forests disappearing, the North Pole beginning to melt.

People are starting to think of going green as giving things up. But the opposite is true - by going green we gain clean air, we gain healthier food, we gain more wildlife and green space and we gain a safe, stable world.

Being careful is a real sin. And nowadays we are astonishingly wasteful. It is simple things such as the use of power - putting a light on when you don't need it.

The next ten years are the time to make the big changes.

The steps we can all take really add up and by starting now we can make our world a better place.

By David Attenborough speaking to The Sun in an interview last week.

The Sun Says - Page 15

YOU VOTE: LET'S DO IT

50M readers are keen to go green - with 82 per cent saying they should do more to save the planet.

Sixty per cent would change habits if it also saved them money. Our poll found, and 50 per cent say they would stop up if new ways of doing things were as easy as the old.

Readers voted their climate change fears at an average seven out of ten. Most were recycling as top priority (82%), then eating less single use plastics (74%), cutting carbon (72%) and reducing water waste (64%). Top motivator was to protect our planet for future generations.

CAN WE COUNT YOU IN?

By ANGELA TERRY
Environmental scientist and Count Us In campaigner

TODAY we are calling on The Sun's readers to do your bit to save the planet.

Climate change is real and threatening so much we had never children in health, the countryside, beaches, wildlife, the food we grow and ultimately our way of life.

We are asking you to sign Count Us In and make a change that matters.

Choose steps that work for you. Reduce waste, plastic use, save down the rubbish, recycle, reuse and repair more. These will SAVE you money too.

At every Sun reader these three steps, just imagine how these changes would add up.

Working together, our choices make an extraordinary difference both in directly reducing carbon, which creates a blanket of pollution around the world, and encouraging leaders to act more boldly to protect the things we love.

British people are recycling more than ever, we are eating less meat, and we have more electric car charging stations than petrol stations. But we can still do more of what counts. It's not too late.

If we act now, we can protect our livelihoods and our communities and, crucially, leave a better world for our children.

Read The Sun all this week and take the first step.

TOMORROW: WAR ON PLASTIC

CONSIDER an electric vehicle - it will significantly cut your carbon emissions and drastically improve air quality.

FACT: Switching to an electric vehicle can reduce your carbon pollution by up to 80 per cent.

JEANS
Swap jeans (16kg a pair) for acrylic trousers (11kg)

SARNIES
Swap a bacon sandwich (10kg) for UK chicken (3.8kg)

APPLES
Swap New Zealand imports (0.8kg) for British apples (0.3kg)

RICE
Swap rice from Asia (3.8kg) for potatoes grown in UK (0.3kg)

BEEF
Swap imported beef (83.3kg) for British lamb (2kg) or chicken (3.8kg)

WINE
Swap French wine (2.3kg) for beer brewed in UK (1.5kg)

13 TOP SWAPS

CUTTING our carbon footprint - the amount of CO2 we put into the atmosphere which causes global warming - is one thing we can all do.

The average person in Britain creates nearly a tonne of carbon pollution or 10.7 tonnes of CO2 equivalent (CO2e). Here, Miss Bernadette - brother of water slide web inventor Tim and author of How Bad Are Bananas: The Carbon Footprint of Everything - reveals the smart swaps we can all make. And they might even save you money!

Measurements are in imperial (US) units unless stated.

WIN an electric car!
PAGE 24

WIN an electric bike or scooter!
PAGE 23

How to make a difference ● Even small changes help

HERE WE EGO!

THE SEVEN PLEDGES Go to thesun.co.uk/pledge

<p>1</p> <p>Eat more plants</p> <p>CUT the amount of meat you eat - a great step to make a difference individually. You'll cut pollution, improve health and save money.</p> <p>FACT: Going vegetarian for a day a week, for a year brings the carbon saving of not driving for a month.</p>	<p>2</p> <p>Cut food waste</p> <p>CUT the food you waste or throw away. Try to buy only what you need and eat the food you have. You will produce pollution, save money and learn new recipes.</p> <p>FACT: The average UK family throws away £700 of food a year.</p>	<p>3</p> <p>Turn down heating</p> <p>THIS is a major way to help save the planet. You won't notice it, but just one degree cooler has a big impact on your carbon pollution.</p> <p>FACT: A one-degree heating reduction saves 240kg of carbon and cuts your energy bill by 1%.</p>	<p>4</p> <p>Insulate homes</p> <p>INSTALL or enhance the loft insulation in your home. You'll be warmer in the winter, cooler in the summer and save some cash too.</p> <p>FACT: As much as a quarter of a home's heat is lost through the roof in an uninsulated house.</p>	<p>5</p> <p>Switch energy firm</p> <p>USE green energy. Oil, gas and coal generate huge pollution, up to a quarter of a carbon ton. It's low effort, with a big impact.</p> <p>FACT: A third of people are on a standard tariff - switching could save you more than £700 a year.</p>	<p>6</p> <p>Repair & re-use</p> <p>REPAIR stuff rather than buying new. Try to fix things. It costs carbon, saves money and brings a great feeling of achievement.</p> <p>FACT: An average person gets rid of 30kg of clothes a year - the equivalent of 280 T-shirts.</p>	<p>7</p> <p>Drive electric</p> <p>CONSIDER an electric vehicle - it will significantly cut your carbon emissions and drastically improve air quality.</p> <p>FACT: Switching to an electric vehicle can reduce your carbon pollution by up to 80 per cent.</p>
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COFFEE
Swap a large cow's milk latte (340g) for regular white coffee (71g)

PRAWNS
Swap tiger prawns from Thailand (25kg) for UK shrimps (3.8kg)

CARS
Swap an SUV (102 tonnes CO2e per 800 miles) for an electric car (14kg of CO2e)

TUNA
Swap air-fried fresh tuna (22kg) for tinned tuna (5.3kg)

GRAPES
Swap air-fried South African grapes (18.5kg) for shipped South American bananas (0.7kg)

COUNT US IN

EVERYONE has to start somewhere.

Don't worry if you're not able to take some steps or not ready to take others.

There really is a way for everyone to help.

So find a step that's right for you. When you're ready, try another. Step by step, we'll get there together.

Go online to thesun.co.uk/pledge to pledge to make small

changes which will add up to a BIG change to the planet. We have teamed up with new global campaign Count Us In to calculate how much carbon you will be saving by changing your habits.

It won't cost you a penny and all of your actions will go towards a global goal of getting a BILLION people around the world to make changes.

Here's how to do it:

- 1 Choose a step. Decide a level of commitment that works for you.
- 2 Keep it up. Try it for two months to see how you do.
- 3 Report and track progress through your Count Us In profile.

Each day we will focus on a different pledge showing you why it's easy to achieve and why it matters so much.

CURRY
Swap a lamb madras (4kg a dish) for a chicken madras (2.3kg)

PIZZA
Swap meat feast pizza (2.8kg) for a pepperoni pizza (2.2kg)