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****PRESS RELEASE -30th May - immediate use****

IT'S NOT JUST YOUR RUBBISH, IT'S YOUR FUTURE

The big debate over climate change is no longer just a scientific one - now it is about whether people can be persuaded that their small actions can make a real difference and slow climate change. **Evolve** are proud to be a sponsor of the Love London campaign, which enables Londoners to find out how they really can help save the World. Love London is all about showing that collective action *can* make a difference, climate change is not all about doom and gloom but there are no more excuses for inaction!

Love London (London Sustainability Weeks) runs from the June 3rd-17th, and is a celebration of actions for a more sustainable and carbon neutral capital, timed to coincide with World Environment Day (5th June). More than 250 events will take place during the two weeks, attracting half a million visitors to Europe's largest festival for loving the planet. The Love London campaign aims to galvanise individuals and local communities to take their own action in tackling climate change.

Evolve are the leading provider of recycled paper to UK businesses, and have a long history of championing recycling in all its forms. There is so much more individuals can do to recycle than just putting their paper in the right bin - although that's important too. If we all recycled more than less rubbish would be sent to landfill, and the methane from landfill is a major element in climate change. So join Evolve in supporting the Love London campaign and see what else you can do.

Events with a recycling theme include:

Buy Less but Buy Better: 3rd-17th June. Come and explore innovative ways to reuse unwanted packaging, and to learn the art of living better with less that lasts longer. All day at 72 Wigmore Street, W1.

A huge amount of paper is now used by London's expanding mountain of freesheet newspapers, and **Project Freesheet** on the 13th June aims to highlight the problem that currently most are discarded rather than recycled. Discarded papers will be collected by a roving team of 100 volunteers from the underground/ stations and dumped in a huge pile to show the mountain of waste that they are creating.

If you are confused about the whole recycling thing then Better Thinking are offering a **Virtual Recycling** helpline from 4th-11th June, to give you the information you need. Find out whether you really need to wash out tins or if one small staple will contaminate your whole box.

Many **local council recycling** teams will be out and about for the whole fortnight, offering advice; or you can really get to the nitty-gritty by **visiting a food waste composting site** (Deptford, 5th-7th June) or a **materials recycling facility** (Sutton, 5th June). Alternatively, just chill out and admire the fascinating sculptures created from recycled industrial waste at the Sun & Doves on Coldharbour Lane.

Full details of these and all the many other Love London events can be found on www.lovelondon.org.uk.

Editor's Notes

This year is the fifth London Sustainability Weeks festival. Over two hundred events across London are already listed on our website. Love London is run by a partnership headed by the London 21 Sustainability Network. Events are organised by community groups, charities, multi-faith groups, local authorities, and businesses. As well as promoting the larger events, Love London is unique in its commitment to small, community-based initiatives with a particular emphasis on those that are run by residents in areas of high deprivation.

Last year, in collaboration with the Environment Agency, we helped over 58 000 people make promises for World Environment day that saved carbon dioxide equivalent to driving 6, 327 times around the Earth.

Publicity Resources

This press release can also be provided electronically. For further information please contact **Hugo** on 020 8968 4602 (work) or 07979 547 127 (mobile) or hugo@lovelondon.org.uk.

A photo pack is available for download here:
<http://www.london21.org/uploads/files/london21/publicityphotos.zip>

Other colourful and interesting photos from previous years are available on request.

Permission to film or photograph has been given for all events.

The partner organisations are:

- [London 21 Sustainability Network](#)
- [The London Environment Co-ordinators Forum](#)
- [London Community Recycling Network](#)
- [London Sustainability Exchange](#)
- [London Wildlife Trust](#)
- [The Federation of City Farms and Community Gardens](#)
- [London Civic Forum](#)
- [SEA/RENUE](#)
- [Capital Clean-up](#)

Sponsors include:

- [Bridge House Trust](#) (The City Bridge Trust)
- [The Mayor of London](#)
- [Government Office for London](#)
- [The Environment Agency](#) (www.mendoftheworld.org)
- [Brother UK](#)
- [M-Real](#) (Evolve)
- [Land Securities](#)
- [Zip Car](#)
- [The Cooperative Group](#)
- [Ecover](#)
- [Defra](#)
- [Planet DIY](#) (Good Going)