

1 October 2011

Vodafone pledges to donate funds from carrier bags to RSPB Cymru

Special places in Wales to benefit from new levy

On 1 October 2011, the Welsh Government will introduce the Single Use Bag Levy, a 5p minimum charge on all single use bags, and Vodafone has committed to passing on all the money from the sale of carrier bags (less VAT) in Wales to RSPB Cymru to support environmental projects which will protect special places and wildlife in Wales.

Although the option is there, Vodafone will not deduct any costs - all of the proceeds will go to RSPB Cymru.

This commitment, to embrace the spirit of the new legislation to help benefit the environment in Wales, has been welcomed by Daniel Jenkins-Jones from RSPB Cymru:

“Despite people being more aware of the environmental damage caused by plastic bags, their use is on the rise in the UK. Our hope is that this levy will help encourage people to lead more sustainable lifestyles through making small changes like using more reusable bags. We would much prefer to receive only a small amount of money from this levy as it will prove that people have made that change. Nevertheless, we’ll use the proceeds kindly donated to us by Vodafone to good use – funding essential conservation work which will help safeguard the future of the wonderful wildlife of Wales”.

Vodafone has also reduced the thickness of their carrier bags by 30%, in order to minimise their environmental impact.

Visit Vodafone’s Responsibility Store to find out more about their commitments – www.vodafone.co.uk/responsibility

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.com

Vodafone UK Media Relations

Telephone: +44 (0) 1635 666777