

# Press Release

## National Association of Funeral Directors supports Climate Week

Climate Week is a new national campaign highlighting practical steps that are being taken to help combat climate change in all sectors of society. It already has the support of the Prime Minister, the First Ministers of Wales, Scotland and Northern Ireland, Al Gore, Kofi Annan and Lord Stern.

Taking place on 21 - 27 March 2011, this powerful campaign aims to promote real, practical examples of sustainability ranging from small improvements to big innovations, and will be showcasing many positive steps that are already being taken in workplaces and communities throughout the UK. A huge number of events will be held by organisations across all sectors, with participants including everyone from school children to CEOs. For more information visit [www.climateweek.com](http://www.climateweek.com)

### Support from every part of society

The National Association of Funeral Directors is continuing to play its part in protecting our planet and creating a secure future by supporting the aims of the Climate Week campaign alongside all parts of society, including the Prime Minister, Paul McCartney, the NHS, the National Trust, the CBI and the Big Lottery Fund. Many businesses, charities, schools, councils and other organisations will be running events during Climate Week showing what can be achieved and sharing ideas.

### A platform for the funeral industry

With a focus on positive, practical solutions, Climate Week provides a platform for showcasing the work of the funeral industry. This is an opportunity for NAFD members to launch new projects and generate fresh thinking on ways to develop further actions to meet the growing public demand for green funerals and sustainability in the funeral industry.

The National Association of Funeral Directors recognises the importance of taking part in this movement for change, and the NAFD Environmental Advisory Group will continue to promote sustainability by raising the awareness of Climate Week within the funeral industry.

### Helping to inspire others

The National Association of Funeral Directors has entered its Environmental Advisory Group initiative into the Climate Week Challenge, which is the largest ever live environmental competition taking place on 21 March, with regional and national winners.

### FAQ: WHY DO I NEED TO RECYCLE MORE STUFF?

Many companies now recognise the environmental and business benefits of Corporate Social Responsibility (CSR). Recycling office waste will not only save

your business money and improve your company image, it will hold you in good stead with existing customers, increase your opportunity to gain new business and help to reduce the environmental impact of your organisation.

Bear in mind that reducing waste at the source is always better, but you could make sure that you use both sides of paper whenever possible when printing and photocopying and use scrap paper as often as possible.

**The National Association of Funeral Directors' Environmental Advisory Group will encourage and support members of the trade association in developing good practice within the funeral industry in matters relating to the environment.**