

## M&S SHOWS UK HOUSEHOLDS THE WAY TO SAVE A 'GREEN GRAND' Retailer marks Plan A second year anniversary by launching new money saving campaign

M&S today launched the Plan A Way to Save – a collection of simple and easy 'green' changes that are designed to save family households up to £1000 a year.

This is equivalent to reducing UK household bills by £19 billion and enough energy to power all the streetlights in the UK for 40 years.

The campaign marks the second anniversary of Plan A, M&S' 100 point 'eco-plan', and will launch with online marketing, in store décor and extend as far as wash labels in clothing.

The launch comes as M&S unveils research showing whilst many people still don't know how easy it is to 'go green', at the same time they are concerned about saving money:

- o A quarter of us say we still need more help understanding how to make 'green' changes;
- o 67% of us shop around to find the best deals and over half of us have looked at our household outgoings to see where we can cut back;
- o But... only 20% think about green ways to save money.

Sir Stuart Rose, Chairman, M&S, commented: "Our customers, like everyone, are feeling the pinch. That's why we've introduced The Plan A Way to Save which makes it as easy as possible for our customers to make a few simple changes in their homes. Becoming 'greener' needn't be difficult, expensive, or time-consuming and in fact our green advice could save family households a thousand pounds."

M&S has worked with the Energy Saving Trust and WRAP to verify and create The Plan A Way to Save which builds on the success of M&S initiatives such as Wash at 30°C and The Oxfam Clothes Exchange. In addition, it includes new tips designed to cut the cost of customers' energy bills when they do their laundry and also initiatives that have been developed by the Energy Savings Trust and WRAP.

The Plan A Way to Save is the first campaign to pull together a package of up to £1000 worth of easy to implement tips that involve no additional costs:

- **Wash Low, Spin Fast, Tumble less** - Cut up to 40% of the energy bill racked up when doing laundry by changing washing and drying habits
- **M&S Energy** - Receive M&S vouchers as a reward for reducing energy use by 10%
- **Household Energy Efficiency Measures** – Turning down the thermostat by one degree and switching off lights in empty rooms could save over £60 a year
- **Love Food, Hate Waste** – Follow tips on the M&S website and households could save up to £600 a year by cutting down food waste

- **Energy efficient driving practice** – Checking and adjusting tyre pressure is just one thing motorists could do to save up to £200-£250 per year on fuel costs
- **The Oxfam Clothes Exchange** – Save £5 for every £35 spent in M&S on clothing and homeware for taking unwanted M&S clothes to Oxfam

Philip Sellwood, CEO of the Energy Saving Trust commented: "I urge householders to make the Plan A Way to Save their commitment for 2009. Marks & Spencer's useful collection of tips demonstrate how easy it is to make big savings without having to drastically change your lifestyle. Together we can shave £19 billion off the nation's household bills, that's an incredible amount of money. This time next year we could all be £1000 richer!"

Liz Goodwin, CEO of WRAP said: "Over the last year the Love Food Hate Waste campaign has moved the financial and environmental problem of wasting food up the agenda for many of us. That's why we're pleased to see the campaign playing a role in the Plan A Way to Save. We are delighted that Marks & Spencer is offering simple, practical tips so customers can make some real savings."

The Plan A Way to Save follows on from M&S' successful campaign to encourage its customers to wash their clothes at 30 rather than 40 degrees. When the campaign started in April 2007, 21% of M&S' customers washed at 30 degrees. Now 38% of customers wash at 30°. If UK households all moved to washing suitable clothing at 30°C it would be the equivalent carbon saving to taking 300,000 cars off the road each year.

## Plan A Second Anniversary

The Plan A Way to Save has been launched to mark the second anniversary of M&S's 100 'eco-plan', Plan A.

M&S also announced today that all one hundred of the plan's commitments are now underway with 20 already completed.

Progress made, particularly in the areas of energy saving, reducing waste and increasing efficiency, means Plan A is not only delivering improvements to the environment, but two years in is cost neutral to the business. This means the amount being spent is balanced out by the amount being saved by Plan A initiatives.

Sir Stuart Rose, Chairman of Marks and Spencer said:

"We know times are tough and that some businesses are wondering if they can still afford to focus on the environment and ethical issues. From a business perspective we can't afford not to, while climate change won't wait for the economy. Plan A was developed to address important environmental and social issues but in many areas of our business it's actually driving efficiency savings.

"We're pleased to be sharing some of what we have learnt through the Plan A Way to Save so that customers can benefit too. It's more important than ever that we continue to drive Plan A forward and we've already shown we are making good progress."

<i>Initiative</i>	<i>Potential annual saving per family household</i>
Wash Low, Spin Fast, Tumble Less	£38
M&S Energy	£175
Household Energy Efficiency Measures	£68
Love Food, Hate Waste	£600
Energy Efficient Driving Practice	£230
Oxfam Clothes Exchange	£20
<b>Total</b>	<b>£1131</b>

### 1. Your laundry – wash low, spin fast, tumble less

You can save up to £38 a year, that’s around 40% of your laundry electricity bill, by following these simple steps:

- wash at 30°C wherever possible – always check your clothing care labels first
- set your washing machine to a high spin setting (1200 rpm or over). This will reduce the time needed for your clothes to dry
- try tumble drying 50% less, maybe only in the coldest 6 months of the year, and air drying indoors and outside when possible

- o Save £38 for an average UK household, adding up to a national saving of £430m per year
- o That’s enough energy saved to power every UK streetlight for nearly 18 months and as much carbon dioxide as would be created by 600 million return journeys by car to the supermarket

### 2. Switch to M&S Energy

- Sign up to M&S Energy for electricity and gas, and you’ll get £20 worth of M&S vouchers, just for joining (or a £10 M&S voucher for electricity only customers)
- Sign up to paperless billing and you’ll get another £10 M&S voucher (or £5 M&S voucher for electricity only customers)
- Stay with M&S Energy for a year, and we’ll give you a further £10 M&S voucher (or £5 M&S voucher for electricity only customers)
- Cut down your energy usage by turning appliances off standby, using energy-saving light bulbs and energy-efficient appliances (all M&S appliances are EU A rated or above)
- When you cut your household energy use by 10%, we’ll give you a £15 M&S voucher (or £5 M&S voucher for electricity only customers who reduce their electricity consumption by 10%)
- For tailored advice on which home improvements can save you money and carbon, please visit the M&S Energy website and fill in our energy efficiency survey <https://www.mandsenergy.com/EnergyEfficiency/Survey/PersonalDetails.aspx>

- o If everyone in the UK cut down their household energy usage by 10%, we’d save the same amount of energy that is consumed by all the households in the East of England each year

### 3. Household Energy Efficiency Measures - Save energy around the home

- Only fill the kettle with as much water as you need
- Turn the lights off when you leave a room
- Turn down your thermostat by 1 degree
- Following these steps could help you save around £70 a year
- Log on to [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) for more great ways to save energy around the house

- o If all UK households followed the top three tips above, it could save over £1.7 billion a year

#### 4. Reduce your food waste – Love Food, Hate Waste

Did you know we throw away a third of all the food we buy? Imagine buying six bags of shopping in the supermarket then chucking two of them in the bin. This adds up to £10 billion of good food being wasted every year in the UK.

According to the Love Food Hate Waste campaign, aiming to reduce food waste by 40% can save around £20 per month for the average family – here are some tips:

- Plan meals in advance, check what's already in the fridge and cupboards before you shop and stick to a list – that way you only buy what you mean to.
- Keep an eye on 'use by' dates so that you eat the food which needs eating first – remember many foods can be frozen to keep them longer.
- Be store cupboard savvy – the M&S "Ingredients" range is perfect for helping to make great meals out of leftovers
- Fruit and vegetables keep much longer in the fridge (except bananas)

- If all households eliminated wasted food, it would save a third of all the food we buy in the UK (around 6.7m tonnes) being thrown away.
- This would reduce CO<sub>2</sub> impact by the same amount as taking 1 in 5 cars off the road

#### 5. Energy efficient driving practice

According to the Energy Saving Trust figures, a commuter doing 12,000 miles a year can save £200 - £250 by using more fuel efficient driving practices. You could make similar savings by following these top tips:

- Check your revs - change up before 2,500rpm (petrol) and 2,000rpm (diesel)
- Anticipate road conditions and drive smoothly, avoiding sharp acceleration and heavy braking. This saves fuel and reduces accident rates
- Use air conditioning sparingly as it significantly increases fuel consumption
- The most efficient speed depends upon the car in question but is typically around 45 - 50mph. Faster speeds will greatly increase your fuel consumption
- Drive away immediately when starting from cold - idling to heat the engine wastes fuel and causes rapid engine wear
- Accessories such as roof racks, bike carriers, and roof boxes significantly affect your car's aerodynamics and reduce fuel efficiency, so remember to remove them when not in use
- Avoid short journeys - a cold engine uses almost twice as much fuel and catalytic converters can take five miles to become effective
- Plan your journeys to avoid congestion, road works and getting lost
- Check your tyre pressure regularly - under-inflated tyres are dangerous and can increase fuel consumption by up to 3%
- If you're stuck in a jam, switch the engine off if you expect to be there for more than a minute or two. Cutting the engine will save fuel and reduce emissions.

- A commuter driving 12,000 miles a year could save 600kg of CO<sub>2</sub> – and if all drivers achieved this saving, they could add up to around 10 million tonnes, the same amount of CO<sub>2</sub> produced by all the houses in the East Midlands in a year

#### 6. Oxfam Clothes Exchange

- The best way to start recycling your clothes is to review your wardrobe every season
- Pull out any clothes that are either out of fashion or that you haven't worn in a long time
- Donate clothing (including at least 1 item from M&S) to your nearest Oxfam shop and get an M&S voucher for £5 off your next shop of £35 or more on clothing, home or beauty (terms & conditions apply)

- M&S customers who have taken part in the clothing exchange have saved around 1,000 tonnes of clothing from going to landfill and helped to raise over £1 million for Oxfam

## Sources:

- Laundry savings are based on the average number of wash and tumble dry cycles in a UK household. Figures have been provided by the Energy Saving Trust.
- The Love Food Hate Waste figures are from research carried out by WRAP (Waste and Resources Action Programme) based on a UK family household with children.
- The Oxfam Clothing Exchange savings are based on receiving an M&S money off voucher. The voucher entitles you to £5 off when you spend £35 or more at M&S on clothing, home or beauty products.  
\*Oxfam Clothing Exchange terms and conditions are on our Plan A website  
<http://plana.marksandspencer.com/index.php?action=PublicTermsDisplay&id=2>
- Saving of £120 for a 10% reduction are based on gas and electricity costs for the average UK household. Combined gas and electricity customers must save 10% of their total consumption to receive their £15 voucher. For M&S electricity-only customers, we have assumed that they will save 10% of their total household gas and electricity bills. However, to receive the £5 reward, customers will need to reduce their M&S electricity bill by 10%. Fuel bill figures provided by Scottish and Southern and all energy savings verified by the Energy Savings Trust.
- The 'Other Household Energy Savings' are based on figures from the Energy Savings Trust
- The Good Driving Practice Savings are based on a commuter driving 12,000 miles a year, and December 2008 fuel prices. Figures provided by the Energy Savings Trust.

## Plan A Second Anniversary Update

- Launched in January 2007, **Plan A** sets-out M&S' 100 'eco-targets' for the next five years, including aiming to be carbon neutral and send no waste to landfill. Highlights from the last year include:
  - o One year after opening, 60% of the innovations used in our three 'eco-stores' have become standard in all our new and refurbished stores.
  - o We remain the biggest retailer of Fairtrade certified cotton.
  - o Carrier bag usage in our foodhalls is down 80% since we became the first major high street retailer to roll out a national carrier bag charging programme. All profits\* raised from the 5p charge for single use food carrier bags is donated to the environmental charity Groundwork, to support 'greener living spaces' projects across the UK. Over £800,000 has been raised to date and 22 projects are either complete or underway.
  - o We were the first retailer to remove all hydrogenated fats, artificial colours and flavourings from our food and soft drinks range.
  - o M&S was recognised for the third year running at the RSPCA Good Business Awards for our strong animal welfare ethic across food, fashion and cosmetics.
  - o We have helped our suppliers launch three 'eco-factories' which have reduced carbon, water and energy usage and increased efficiency. We are helping to roll the learnings from these sites out to our entire supply base.
  - o We're making steady progress on reducing food packaging, 90% of which is now also recyclable (depending on the local authority facilities available.)
  - o From a starting point of 2%, over 30% of our electricity will be sourced from renewable generation for 2008/9, building to 100% in 2012.
  - o The M&S and Oxfam Clothes Exchange has helped to raise over £1million for Oxfam and reduced the amount of clothing sent to landfill by around 1000 tonnes.

- o We are making good progress on the Ethical Model Factories we are developing as part of our commitment to ethical sourcing. The focus of the work is to create long-term improvements in labour standards and establish the level of a living wage.

\*All of the 1.85p profit from the sale of single use food carrier bags is donated to Groundwork.

For further information, go to <http://plana.marksandspencer.com/waytosavecalculator>

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**Notes to Editors:**

- Survey based on 1915 respondents between 24<sup>th</sup> and 31<sup>st</sup> December 2008.
- For logos and images go to [www.mandslibrary.co.uk](http://www.mandslibrary.co.uk)

**For further information for media, please call:**

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