

# Greater Anglia joins national 'We Mean Green' campaign ahead of COP26

September 22, 2021



- Rail industry launches 'We Mean Green' campaign to encourage people to take the train, and businesses to consider rail freight
- On World Car Free Day, and in the run up to COP26, the classic British Rail double arrow rail logo is being given a green makeover to capture and convey the green benefits of train travel
- One passenger train takes on average 500 cars off our roads and one freight train 76 lorries

Today on World Car Free Day (22 September), the rail industry has launched a new campaign – 'We Mean Green' – to encourage more people and businesses to choose greener trains over congested roads.

In a report published earlier this month, the Rail Delivery Group estimated that a 20% shift from rail to road would lead to an extra one million tonnes of CO2 emissions and 300 million hours stuck in traffic jams per year.

Greater Anglia, the train operator for the East of England, is supporting the campaign and will be encouraging people in the region to visit [www.greateranglia.co.uk/GreenerAnglia](http://www.greateranglia.co.uk/GreenerAnglia) and use the online carbon calculator to see how they can help to tackle climate change by switching from car to train for all or

part of a journey.

Posters will also be at stations, on board trains and across digital channels.

The new 'We Mean Green' campaign highlights how:

- A single train removes up to 500 cars off our roads
- Every freight train removes on average 76 lorries from our roads
- Leaving your car at home and taking the train cuts carbon emissions by two thirds

Last year figures revealed that Greater Anglia reduced its total carbon emissions by 11% overall in 2019, put 67% less waste into landfill and reduced hazardous waste by 50%.

Greater Anglia's Energy and Environment Manager, Stephanie Evans, said: "We're delighted to be a part of this campaign which demonstrates the vital part rail can play in helping to tackle climate change.

"Our new trains have been designed to be more efficient and are built to higher emissions standards compared to our old ones which will help to make rail travel in East Anglia an even more environmentally friendly option.

"And not only is it greener than road transport, it's also a much nicer way to travel and helps to reduce congestion and pollution in our towns, villages and tourist hotspots, which makes life better for everyone."

Andy Bagnall, Director General at the Rail Delivery Group, said: "Train travel is more than a journey. By choosing to travel or transport goods by rail, people and businesses are on track to cut their carbon footprint so that together we achieve the net zero target.

"While rail accounts for 10% of journeys, it is responsible for just 1% of transport emissions. We want to work with government to reform the rail industry including making fares much simpler so that trains are the more attractive option to driving or flying."

With only weeks until COP26, the UN climate summit (1 - 12 November 2021) in Glasgow, people will also see the iconic British Rail double arrow logo go green as rail companies bring home the message of how getting people and goods onto trains and off roads will help in the fight against climate change.

*Photo credit: Greater Anglia*