

Environmental Targets 2011

Environmental Sustainability Policy Objective	Target	Measurement Criteria
Reduce our Carbon Footprint	To reduce the Energy Consumption of Clear Channel Advertising estate by a minimum of 10% through the adoption of new technology	2010 Consumption was over 27million Kwh, target to reduce this to below 24.3 million Kwh
Use greener fuels for our Vehicle Fleet	Bi-fuel vehicles to use a minimum of 82% LPG	82% of road fuel to be LPG (2010 = 80.9%)
Re-cycling of Waste materials	Recycling of plastic glazing materials to be a minimum of 60% of new material	To end of Sept 2010, recycling rate was 56% overall
Reduce our Carbon Footprint	Reduce average emissions for our Car Fleet to below 130gCO2/km	Average emissions in 2010 were 135gCO2/km
Reduce our Carbon Footprint	Introduce method of capturing private mileage and Business Travel (air / rail/ taxi) data	Establish data capture procedure

