

Britain's green conscience takes flight with air travel

Submitted by: Speed Communications

Thursday, 6 November 2008

UK adults are unwilling to make the lifestyle changes necessary to reduce air travel's impact on the environment, according to research commissioned by Camcon Technology, the UK developer of the digital valve. The study, carried out by international research agency YouGov, revealed that green issues, such as climate change, noise and air pollution, worry almost three quarters of Brits (74 per cent), yet only 22 per cent of people admitted that these concerns had affected the number of flights they take.

With Virgin Atlantic's passenger numbers increasing 7.6 per cent over last year to 5.7 million and both EasyJet and Aer Lingus reporting significant customer increases*, concerns over aviation's affect on the environment is evidently doing little to discourage people from flying. According to the study, 54 per cent of adults questioned were unconcerned by the proposed expansions at Heathrow and other UK airports. In fact, 41 per cent felt that more capacity was required to meet flight demands.

For the 46 per cent of adults that remained more apprehensive about the development plans, key causes for concern are:

- Noise pollution (67 per cent)
- Climate change (65 per cent)
- Air quality (60 per cent)
- House prices in the surrounding area (30 per cent)

While the research reveals people's hesitance to reduce their air travel, the majority of those surveyed were more than happy to embrace technology designed to make planes more environmentally friendly. Of the Brits who are concerned about airport expansion plans, more than three quarters of (77 per cent) would feel more comfortable if they knew that airlines and air manufacturers were investing money into the development of environmentally friendly planes that burn less fuel and produce less noise.

Women proved to be bigger 'eco worriers' than men with 82 per cent expressing their concern over green issues, compared to 64 per cent of men. More than half (53 per cent) of women also had doubts about the planned airport expansions, compared to just 39 per cent of men.

Danny Chapchal, CEO, Camcon said: "The majority of the UK population is evidently concerned about the environment but, rather than altering their travelling habits, people expect airline operators and aircraft manufacturers to reduce aviation's environmental impact.

"To protect the environment, the aviation industry needs to examine the technologies that are now available to reduce carbon emissions and help decrease the noise from engine jets, fans and landing gear. With European Union regulations placing pressure on airlines to cut emissions by three per cent in 2012* and airport expansions set to be rolled out across the UK, it's time that a new generation of quieter and more environmentally friendly planes was developed."

Camcon is a participant in the Aircraft Noise Disturbance Alleviation by Novel Technology (ANDANTE)

consortium, which aims to develop noise reduction concepts for engine and airframe component design.

For more information, visit <http://www.camcontec.com/>

- ends -

* <http://news.bbc.co.uk/1/hi/business/7581576.stm>
<http://news.bbc.co.uk/1/hi/business/7599788.stm>
<http://news.bbc.co.uk/1/hi/world/europe/7495567.stm>

Note to editors:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2023 adults. Fieldwork was undertaken between 29th August - 1st September 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

About Camcon

Based in Cambridge, UK, Camcon Technology is a small fast growing company focused on the research and development of the Camcon binary actuator. Camcon binary actuating technology has been 15 years in development and is the invention of Camcon founder Wladyslaw Wagnanski.

The high-speed, low energy consumption, low heat dissipation and long life characteristics of the Camcon binary actuator mean that it has applications in a whole new range of areas, as well as being a replacement for existing actuator and valve technologies.

Camcon Technology licenses its technology to customers, typically on a field-of-use basis. The company develops pre-production prototypes for customers on a consultancy basis and then hands over designs either to its customers to manufacture in volume, or to a manufacturing partner. For further information see: www.camcontec.com.

Camcon is funded by ACUS Management Partners, an active management venture capitalist that specialises in funding early stage technology companies. For further information see: www.acus.co.uk.

In 2008, Lord Young took on the role of chairman and invested the capital that the company required to complete its current development programme and see the introduction of Camcon products into the market.

Camcon press contacts:

Lucy Wimmer
Rainier PR
Tel: 020 7494 6587
Email: lwimmer@rainierpr.co.uk

