

Title:

Mr

Forename:

Alex

Surname:

Campbell

Representing:

Self

Organisation (if applicable):

Email:

What do you want Ofcom to keep confidential?:

Keep part of the response confidential

If you want part of your response kept confidential, which parts?:

****.

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

You may publish my response on receipt

Your comments:

Dear Ed,

*****.

Ofcom has identified 'promoting sustainable competition' as one of its key priorities.

It has also undertaken some work to identify its own environmental impact.

The Committee on Climate Change has recommended that the UK cut emissions of greenhouse gases by 80% by 2050 (relative to 1990 levels).

Given the huge impact of the communications sector on carbon emissions, most importantly through the role of advertising in generating consumer demand, it is disappointing that Ofcom has not as yet begun to consider (publicly) how it will help to address this urgent issue.

It is stating the obvious to say that the transition to an 80% reduction in carbon emissions will have a tremendous impact on all sectors (including the communications sector). Therefore Ofcom must begin to take the real sustainability of its regulated industries - and their wider social impact - much more seriously.