

FOCUS

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Autumn 2006

Lib Dems launch green tax switch

Liberal Democrats want to give the average family a £1,000 income tax cut to save the planet. By switching to green taxes instead, everyone can help switch off climate chaos.

Liberal Democrats will radically change the way Britain pays tax. Taxing good things - like income - less, and switching to taxing bad things - like pollution - instead.

Then, the more you choose to switch to greener living, the more of your Lib Dem income tax cut you will keep. It's your choice!

While other politicians just talk about the environment, Lib Dem leader, Sir Menzies Campbell, has won praise for his green tax switch plan to actually do something to tackle growing climate chaos.

LIB DEM GREEN ACTION PLAN:

- £1,000 income tax cut for the average family.
- Switch Britain to green taxes on pollution.
- The more you switch to greener living, the more of your tax cut you keep.

What the Papers are saying...

[Lib Dem tax plans will leave low- and middle-income earners more than £1,000 a year better off.
- The Guardian.

[Lib Dem tax plans] will penalise behaviour that is bad for the environment while benefiting families with incomes of up to £70,000.
- Financial Times.

Many Labour voters may be attracted by Lib Dem plans to take more lower-paid people out of tax altogether. Under Gordon Brown, an extra 1.2 million have been dragged into the higher rate of tax
- The Independent.

THE Liberal Democrats have outflanked David Cameron with a promise to cut the income tax bills of millions of families by up to £1,000 a year.
- The Times.

YES, we're backing the green tax switch

I/We back Liberal Democrat plans to cut income tax by £1,000 for the average family, and switch to green taxes instead, so the more people switch to greener living, the more of the tax cut they keep.

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The more you switch, the more you save!

The Liberal Democrats want to make tax fairer and greener, to encourage people to do the right thing for our environment.

By giving you an income tax cut, and then switching to green taxes, the choice is yours. The more you switch to greener living, the more of your income tax cut you will keep.

For example, drivers of greener cars will pay less. The Lib Dems will also scrap the Tories' airport tax on passengers and tax each plane that takes off on its emissions instead.

Fair tax, not more tax

Overall, the costed Lib Dem green tax switch plan has been designed to make taxes fairer and greener, but not to increase tax.

"We want fair tax, not more tax" says Lib Dem leader, Menzies Campbell MP, "but we do want to use tax to reward people who improve the way they live and do their bit to save our environment."



Vision and experience

Instead of just talking about about climate change, Lib Dem leader, Sir Menzies Campbell MP, has been praised for leading the way with a positive action plan for Government to actually do something about it.

"The Lib Dems are spot on. The range of measures proposed on green taxation are welcome."

- World Wildlife Fund (WWF)

"Ming Campbell has set the gold standard for green speeches. He was not only rich on vision, but rich on policy details too"

- Greenpeace.

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