

MVV welcomes ASA verdict

MVV Environment Devonport Ltd has welcomed the decision of the Advertising Standards Authority to uphold all MVV's complaints against a series of newspaper advertisements that ran in the South Devon press last September. The advertisements were placed by an organisation called 'Dozen for Devon'.

Paul Carey, Managing Director of MVV Environment Devonport Ltd, commented:

'We are obviously pleased that the Advertising Standards Authority has upheld all ours and Sam Gilpin Demolition Ltd's complaints against these so called "advertisements". Some may see this as a hollow victory, as the advertisements in question appeared last September. However, there is a very important point of principle at stake.

'We know that Energy from Waste is controversial, and arouses strong feelings in some quarters. Therefore we welcome informed debate about the topic. However, such debate is not helped when inaccurate and misleading statements are published and represented as facts. In particular, claims such as that the EfW plant might process nuclear waste, when it was clearly stated by all parties involved that it will not, were designed to confuse and frighten people. It is notable that "Dozen for Devon" failed to even attempt to justify most of their claims, and were unable to substantiate the others which were rejected by the ASA.'

Mr Carey added: 'I should add that we have also referred similar claims propagated by the Buckfastleigh Community Forum in relation to its recent Parish Poll to the ASA.'

Plymouth 28 March 2012

- ENDS -

Notes to editors:

MVV Environment Devonport Limited is an English registered company with its registered office in Plymouth. It is the subsidiary company of MVV Umwelt. Both companies are members of German utility company MVV Energie, whose



headquarters are in Mannheim. MVV Umwelt provides flexible solutions for waste disposal, producing environmentally sustainable energy. In Germany, MVV Umwelt operates six Energy from Waste and biomass plants, managing 1.6 million tonnes of waste a year. With over 45 years' experience, MVV Umwelt is in the top three companies in Germany in its field.

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