

From green to True Blue

Towards sustainability...



Jean Cannon... Local Eco-Action

"Are you tired of all the hype about global warming, climate change and the need to reduce our carbon emissions?" I'm not a 'greenie,' but I do know and respect some of the world's leading climate scientists, and I understand enough of the science to be worried for my grandchildren's future. Would you like to look at the reality of what is happening and how it affects you in your business and your life?

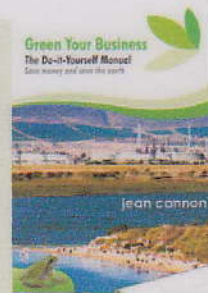
For most of my life, I have been both an environmental scientist and a business person. People call me an 'eco entrepreneur'. Being a pragmatic business woman, I understand the need to watch your bottom line and the difficulties involved in making changes within a business. However, I'm also aware that we are living beyond our environmental means and that urgent action is vital. We recently found out what resulted when some of us lived beyond our financial means and how it impacted on the whole world. We don't want to learn the same lesson with the environment.

Are you one of the many people who worry about the time and financial costs involved in reducing your carbon emissions? I have written a report, titled "Getting Past the Hype to Look at Reality," which outlines the small, effortless steps you can take to reduce your carbon emissions, and home & business costs! By reading this free report, you will learn:

- What causes global warming and why there is confusion between some scientists
- How you can take simple steps to reduce your carbon footprint
- How this saves you money both at home and at work
- How you can easily help raise awareness about the simple solutions

For instant, free access to Jean's report, visit
www.carbonsteps.com

For information about Jean's books,
blog and other free resources, visit
www.enviroaction.com.au/online
www.itiseasytobegreen.com



Colman Ridge... The Greenfest Revolution

Greenfest, now Australia's largest free green festival, started life in a suburban home in Clayfield as the passionate hobby of festival owner Colman Ridge. In 2009, Greenfest will include over 200 exhibitors, 60 bands on three stages, two film festival presentations, 50 speakers, multiple workshops, organic food, eco fashion and more!

The purpose of the festival is to empower and inspire individuals to take practical action in changing their own lives. It also gives community members the opportunity to network with likeminded people and have a good time! Founder Colman Ridge says, "We just saw that people had an overwhelming desire to come together and share their initiatives in one place at one time. The key was to keep it free to the public and inclusive for all genuine initiatives, so people knew it was completely clear of any 'greenwash' tactics and politics. Today, Greenfest is a fun, friendly, and powerful engine for local and real cultural change."

Greenfest also celebrates the philosophy that creativity (across arts and industry) is the key to a healthier planet. This idea is based on a view that individuals and communities need to invent a more efficient, cleaner and more considerate world, rather than just pull a handbrake on the old one. Ridge says, "Creativity inspires, but first you need a secure and interactive environment where people with new ideas are given a go – like Greenfest. Having someone hand out brochures at the convention centre isn't going to inspire people. Our goal is to energise a new culture of people who want to collaborate, dream and create a brighter tomorrow."

Greenfest 2009

Dates: June 5-7

Location: City Botanic Gardens, Brisbane.
www.greenfest.com.au

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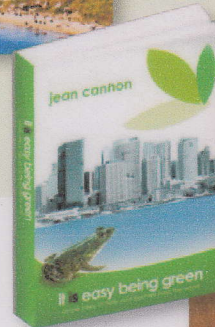
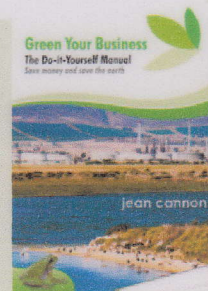
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