



www.lovelondon.org.uk

FAO: Business Editors

****PRESS RELEASE -30th May - immediate use****

TURN YOUR BOTTOM LINE GREEN

The big debate over climate change is no longer just a scientific one - now it is about whether people and businesses can be persuaded that their small actions can make a real difference and slow climate change. **Brother** are proud to be a sponsor of the Love London campaign, which enables London's businesses to find out how they really can help save the world. Love London is all about showing that collective action *can* make a difference, climate change is not all about doom and gloom but there are no more excuses for inaction!

Love London (London Sustainability Weeks) runs from the June 3rd-17th, and is a celebration of actions for a more sustainable and carbon neutral capital, timed to coincide with World Environment Day (5th June). More than 250 events will take place during the two weeks, attracting half a million visitors to Europe's largest festival for loving the planet. The Love London campaign aims to galvanise individuals and local communities to take their own action in tackling climate change.

London is the UK's 'economic powerhouse' and daily attracts new businesses and entrepreneurs. Yet it is up to every business, big or small, to try to conduct that business as sustainably as possible. Love London aims to give business people in all sectors ideas as to how to be environmentally responsible at no extra cost.

Brother UK communications director Mike Dinsdale said: "Environmental and ethical concerns such as climate change are an increasingly important factor for customers when choosing products - people like to know what impact their purchasing habits may have.

"Brother works extremely hard to ensure its operations are ethical and environmentally friendly and this was recently highlighted by *The Good Office Guide* report published by the Ethical Company Organisation.

"We came top of the report, which takes into consideration both environmental concerns, such as energy consumption and emissions as well as ethical issues including human rights and affiliations with the nuclear and arms industries.

“Following that recognition we are looking forward to further raising awareness through our involvement with Love London.”

Events include:

A **Breakfast Brainstorm**, on 5th June, exploring how more transparent communication and PR will help fuel London’s journey to become the world’s greenest city by 2012.

The inaugural **Green-Works conference** on the 6th June at the IoD, providing delegates with a ‘sustainability’ toolkit.

The **2007 SCORE seminar** on the 6th June, exploring ways of refurbishing homes and offices in a more sustainable and carbon neutral fashion.

A help day on 13th June, specifically for **entrepreneurs & smaller businesses** about the everyday changes they can make to create a greener, cleaner, office space.

An inspiring **seminar on eco-design** in fashions and interiors products at the Fashion & Textile museum on 7th June.

Volunteers from across London’s business community will be getting together on London Better Together Day (15th June) to give up their time for a variety of environmental projects. Helping business say thank you to its communities and giving employees a chance to learn new skills and know they really are making a difference to the world.

Finally, if you are confused about the whole recycling thing then Better Thinking are offering a **Virtual Recycling** helpline from 4th-11th June, to give you the information you need on where and how your business can recycle its paper, PCs and everything else.

Full details of these and all the many other Love London events can be found on www.lovelondon.org.uk.

Editor’s Notes

This year is the fifth London Sustainability Weeks festival. Over two hundred events across London are already listed on our website. Love London is run by a partnership headed by the London 21 Sustainability Network. Events are organised by community groups, charities, multi-faith groups, local authorities, and businesses. As well as promoting the larger events, Love London is unique in its commitment to small, community-based initiatives with a particular emphasis on those that are run by residents in areas of high deprivation.

Last year, in collaboration with the Environment Agency, we helped over 58 000 people make promises for World Environment day that saved carbon dioxide equivalent to driving 6, 327 times around the Earth.

Publicity Resources

This press release can also be provided electronically. For further information please contact **Hugo** on 020 8968 4602 (work) or 07979 547 127 (mobile) or hugo@lovelondon.org.uk.

A photo pack is available for download here:

<http://www.london21.org/uploads/files/london21/publicityphotos.zip>

Other colourful and interesting photos from previous years are available on request.

Permission to film or photograph has been given for all events.

The partner organisations are:

- [London 21 Sustainability Network](#)
- [The London Environment Co-ordinators Forum](#)
- [London Community Recycling Network](#)
- [London Sustainability Exchange](#)
- [London Wildlife Trust](#)
- [The Federation of City Farms and Community Gardens](#)
- [London Civic Forum](#)
- [SEA/RENUE](#)
- [Capital Clean-up](#)

Sponsors include:

- [Bridge House Trust](#) (The City Bridge Trust)
- [The Mayor of London](#)
- [Government Office for London](#)
- [The Environment Agency](#) (www.mendoftheworld.org)
- [Brother UK](#)
- [M-Real](#) (Evolve)
- [Land Securities](#)
- [Zip Car](#)
- [The Cooperative Group](#)
- [Ecover](#)
- [Defra](#)
- [Planet DIY](#) (Good Going)