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FAO: Homes Editor

**\*\*PRESS RELEASE -30<sup>th</sup> May - immediate use\*\***

## **GREEN AND CHIC**

### **Better Homes - Sponsored by Ecover**

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. Ecover are proud to be a sponsor of the Love London campaign, which enables London's homeowners to find out how they really can help save the world. Clare Allman, Marketing Manager for Ecover said: "By being part of London Sustainability Weeks we can support lots of different, dynamic and inspirational projects that help Londoners take small steps to make a big difference."

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 3<sup>rd</sup>-17<sup>th</sup>, and is a celebration of actions for a more sustainable and carbon neutral capital, timed to coincide with World Environment Day (5<sup>th</sup> 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.

You don't have to buy a brand new house to be more sustainable; all it needs is a little thought as to your daily routine. For instance Ecover bottles are designed to be refilled, saving you money as well as reducing the amount of waste you create. Or just turning off non-essential lights and switching off TVs instead of having them on standby, can save vast amounts of energy over a year, reducing household bills and the greenhouse gases that contribute to climate change. Love London events that aim to make you look at your living space and living style in a new way include:

**An Oliver Heath designed furniture installation at Camden Green Fair this Sunday, 3<sup>rd</sup> June**, aiming to raise awareness of how much furniture goes to landfill that could be donated instead to charities.

Tours of the **Building Exploratory**, looking at how the homes we have developed and how they might develop in future. The Building Exploratory is also running 'how Green Is Our Space' workshops for primary school pupils.

A chance to find out how the **BedZED** residents are reducing their carbon footprint through the developments highly sustainable design and construction.

An exhibition in Harrow on the 10<sup>th</sup> June, looking at that borough's plans for a new sustainable housing development, and offering residents and visitors **advice on implementing simple energy saving measures**.

The opportunity to visit the **Eco-Renovation project** at 78 Carshalton Grove in south west London, showcasing how a typical semi-detached home can be refurbished sustainably, enabling homeowners to reduce their water and energy consumption, with readily available materials.

A summer fair of **Eco Design** furniture and home & interiors products at Hampstead Town Hall on 17<sup>th</sup> June, offering a chance to talk to designers and purchase sustainably and ethically produced goods.

Full details of these and all the many other Love London events can be found on [www.lovelondon.org.uk](http://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.

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#### **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](mailto: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](http://www.mendoftheworld.org))
- [Brother UK](#)
- [M-Real](#) (Evolve)
- [Land Securities](#)
- [Zip Car](#)
- [The Cooperative Group](#)
- [Ecover](#)
- [Defra](#)
- [Planet DIY](#) (Good Going)