

London celebrates sustainability

For the third time, London Sustainability Weeks is celebrating sustainable development from 4 to 18 June 2006.

Events are organised by local organisations and London-wide networks. Christopher Harris from London 21 Sustainability Network explains the core idea: "It can be hard for small projects to obtain publicity and media coverage on their own. By working together we are able to provide a stronger story for the press and the public".

Common banner identity

London Sustainability Weeks provides a banner identity under which the different events can promote themselves. Events are listed free of charge on the website, and a printed event guide is issued. 350,000 highlight events guides will be distributed at underground stations and via the news paper Evening Standard.

Improving everyone's quality of life

"Sustainability means improving everyone's quality of life whilst protecting our environment and creating an awareness of the limits on resource use" says Christopher, and he continues "That's why our themes are about everyday things which all of us need to consider, such as better business, food, homes, journeys and spaces".

A variety of activities and events will be carried out under these themes from community clean up to green fairs, spider identification and a "cool it day" which involves schools informing and educating young people about climate change.

Read more about the London Sustainability Weeks at the website:

www.lovelondon.org.uk

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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