



The Daily Gleaner

Your Personal Green Energy Coach

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Does the following sound familiar? I am going to lose 25 pounds this year (that really is my goal), or I am going to quit smoking this year (I don't smoke), or I am going to get in better shape this year (kind of goes with losing weight, I hope!). All of these resolutions are generally made easier by doing it with other people, or with someone coaching you along the way. If not, there wouldn't be a multi-billion dollar weight loss industry, personal trainers or fitness instructors!

North Americans spend about \$60 billion per year on weight loss products and services. That is \$60 billion just to help us lose weight. But how much do we spend on ourselves to reduce our energy bill and our carbon footprint, which is ultimately our impact on climate change? Virtually nothing - except perhaps a few energy efficient products such as light bulbs and insulation. However, in the corporate world we are seeing an interesting and encouraging new trend. A growing number of companies and large organizations are investing in consultants and equipment with the goal of reducing their carbon footprint, and learning how to 'do business' in a more environmentally friendly, yet still profitable, way.

Wouldn't it be nice to be able to do this in our home? Well, next Saturday at an event called '**Green on the Green**', you can recruit your own personal green energy coach (for free). I have developed a presentation called *Green Energy Challenge Live*; it is designed to be your personal green energy coach.

How does it work? People who attend the presentation next Saturday (look for the exact time and details in next Friday's Gleaner) will be given a checklist of actions they can do at home to save energy and reduce their own greenhouse gas emissions. At the end of the presentation, your completed checklist will be collected. You will then receive your list back a few days later via email, including an estimate of the number of tonnes of reduction in greenhouse gases, and monetary savings you should experience if you complete your checklist. This list will become your personal 'green home' to do list! And just as importantly, you will receive a monthly email reminding you to take action if you haven't done so already. You CAN have your own personal green energy coach, for free!

Green on the Green is a full day public awareness event on Saturday, September 29th from 10am to 5pm. The event is part of the City's Green Matters greenhouse gas reduction campaign. It will provide individuals and families with practical opportunities to become more aware of what greenhouse gases are; their effect on the environment; why we need to reduce them; and how to do it! It will provide 'green' businesses and organizations with an opportunity to showcase, educate, and sell environmentally friendly products and services.

The event will be held on the 'Green', downtown between the walking bridge and the Beaverbrook Art Gallery. There will be multiple outdoor tents and covered areas which will accommodate exhibitors, vendors, educational seminars, interactive computer areas, a community BBQ, and musical entertainment provided by 'green' artists. Remember to make the 'Green Matters Welcome Tent' your first stop - there you can check out the Green Matters website, sign

up for the Green Energy Challenge, and pick up a Green Matters Passport for your chance to win some great prizes! Visit www.greenmattersfredericton.com for more information about **Green on the Green**. I hope to see you there!

Peter Corbyn is the founder of www.earthinstitute.ca and www.greenenergychallenge.com.