



The Daily Gleaner

How many Frederictonians does it take to change a lightbulb?

September 29, 2007

There's an ancient African proverb which says "it takes a whole village to raise child". I believe this saying also rings true when it comes to caring for and protecting our environment. It takes an entire community to create sustained environmental change - by contributing, supporting and getting involved.

The City of Fredericton's Green Matters campaign has taken this approach – that by educating and creating awareness, people will take individual action and as a community create change.

Today from 10am to 5pm on the banks of our beautiful St. John River along the green between the Beaverbrook Art Gallery and the walking bridge, the Green Matters campaign is hosting its first public environmental awareness event - **Green on the Green**. This event was created to raise awareness about climate change and help educate citizens about what actions can be taken right here in our own community to reduce greenhouse gas emissions.

Each week I send out an email giving friends ideas about what they can do to help the environment. For the most part, I try to give a rationale behind what I am asking them to do, but I am not a scientist or an environmental expert. That's why one of the main aspects of today's event which I truly appreciate is that I won't just learn what to do, to reduce greenhouse gases and curb climate change, but I will also learn why I should be doing it.

There will also be many practical learning opportunities. Five seminars are scheduled which will cover everything from learning about the causes and effects of climate change, to backyard composting and bio-fuel; as well as a session with your own personal green energy coach; and some great ideas for students and apartment dwellers on how to green your small space.

And there will be many exhibitors on hand, including experts on alternative energy sources such as solar and cleaner burning, more efficient pellet stoves or natural gas. And if you are thinking of making energy saving renovations to your home, Efficiency NB will answer your questions about the rebate programs offered in the province.

Wondering about household and industrial cleaning agents and what products are truly environmentally friendly? Whisco will talk to you about certified environmentally friendly products and show you some. In the market for a backyard composter? Fredericton Backyard Composters will have composters available for sale – it is the end of the season and there aren't many left – so come early!

Did you miss Kent's compact fluorescent light bulb (CFL) giveaway last weekend? Just come by City of Fredericton's hybrid car where you can get one from TD Canada Trust Friends of the Environment. And speaking of giveaways, there will be plenty, including some great prizes donated by sponsors and exhibitors. Visit ten or more of the exhibitors and your name will be entered in a draw to win a free energy efficiency packages from Kent and Efficiency NB, free bin

rental from Waste Management, an eco-friendly cleaning package from Whisco, gift certificates, and much more!

With your participation, this event will be a rallying point for Fredericton citizens around our environment and battling climate change right here, where we live. It is a celebration of all that we have here in our beautiful city and how to keep it that way. So let's celebrate as we educate! Come to the barbeque, see plays and performances by the Calithumpians and Science East, and enjoy the music of local musicians Owen Steel and Darrell Grant.

Recently the Green Matters campaign ran an ad saying: "How many Frederictonians does it take to change a lightbulb?" The answer: All of them. So come to Green on the Green and be one of them!

*Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.
(Margaret Mead - Anthropologist, 1901-1978)*

Valerie Hillier is a Frederictonian who looks for ways to conserve energy, waste less and challenge herself to do more for the health of our planet. In her weekly e-letter 'A Challenge to Inconvenience Yourself', she challenges people to live more responsibly and provides them with ideas about how to do it. Interested? Come talk to her at Green on the Green today!