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One Million Acts of Green

Have you checked out www.onemillionactsofgreen.com yet? If not, please do.

CBC, The Hour with George Stroumboulopoulos, and Cisco Systems launched *One Million Acts of Green* on October 21. The goal of the campaign is to encourage Canadians to complete ‘acts of green’, one act at a time from this fall until the end of June 2009.

A number of George’s guests have shared their acts of green with Canadians already, including: Paul Martin, Alanis Morissette, David Suzuki, Robert Kennedy Jr., Shaun Majumder, Farley Mowat and Oscar the Grouch (yes, he was green before any of us!).

An exciting highlight of the *One Million Acts of Green* project is that the greenhouse gas emissions calculator and the social networking functions were designed and built by GreenNexus, the company I co-founded last year and based right here in Fredericton.

GreenNexus is a global online community that focuses entirely on the environment. The senior management team consists of Ryan Groom, Sean McGrath, Paul Methot, Ric Cuthbertson, and myself. We’ve had some amazing moments this year, including spending a weekend with Al Gore and David Suzuki in Montreal in April, and several days last month in Toronto with George Stroumboulopoulos and his team to launch *One Million Acts of Green*.

Have you recently insulated your attic, checked your tire pressure, or changed some light bulbs to CFLs? Well if you have, you are committing ‘acts of green’ – congratulations! And each act you do, however small, contributes to helping solve our environmental problems. So now, log on and sign up to track your acts, and if you choose, share with others what your acts of green are.

There are a many acts you can do that do not add any new costs to your budget, such as turning off the computer, or purchasing locally grown food at the market. And a number of acts you can do at home are relatively easy and can save you money, such as installing faucet aerators and programmable thermostats.

You can also log on to www.onemillionactsofgreen.com and start a challenge. Get your colleagues from work involved and challenge another company or organization. Which school is greener - Albert or George Street? Which is the greenest law firm in the city? Is Fredericton greener than Moncton? Start an online challenge to find out!

One Million Acts of Green runs until the end of June 2009. As implied by the name, the goal is to reach one million acts of green over the next eight months. And already, just three weeks into the campaign, nearly 275,000 acts of green have been recorded from across Canada! This equates to over 13 million kilograms of greenhouse gases saved or not going into the environment.

This speaks volumes about the level of commitment Canadians have for doing right for the environment. More than 40,000 Canadians have shared that they have switched to compact fluorescent light bulbs, just over 30,000 have entered that they do laundry in cold water, and 175 have installed wind turbines.

This campaign believes in Canadians – individually and collectively. We can't just wave a magic wand and solve the earth's environmental problems; the only way we are going to do it is one act at a time. Please visit the website today and share what your acts of green are. And once there, you will likely learn a few things and feel motivated to do even more. The planet thanks you now, and one day your children will too.

Peter Corbyn is a co-founder of GreenNexus.com and a board member of The Climate Project – Canada.