

Geographical



The Green revolution

Reduce travel, eat organic, buy eco, recycle. Green is a hot trend.

Global warming and rising sea levels are topics rarely out of the news, our *carbon footprint* is a hot topic, and our shop shelves are filling up with eco-friendly alternatives.

Environmentally Trendy *Is green the new black?*

The 'It' bag of 2007 is widely regarded as the shopping bag, by British designer Anya Hindmarch. The canvas shopper as shown below, is emblazoned with the declaration 'I am not a plastic bag'.



'Green' bag

The 'I'm not a plastic bag' bag created a furore among fashionistas, and became a must-have fashion item: 20,000 bags sold out within an hour at Sainsbury's and queues started from 3am.

The bag is reusable and therefore a more sustainable alternative to a plastic carrier bag. The Anya Hindmarch bag is considered the start of a movement that has since seen more eco-friendly bags on the market - made of organic, recycled or sustainable materials.

The London College of Fashion held an environmentally focused fashion week, in April this year. The '*Is Green the New Black*' fashion week celebrated the relationship between fashion and the environment.

The London College of Fashion believes sustainability issues are finally being recognised as crucial issues within the world of fashion. The fashion week demonstrated that fashion and ethics can be mutually inclusive through fashion, accessories, home furnishings and gifts - all made with the environment in mind.

Ethical Fashion

High street fashion store Topshop now offer a fair trade range of clothing: Global Mamas.

Global Mamas is a fair trade manufacturer and distributor, working with small women-led enterprises in Africa. All proceeds made by Global Mamas' sales go directly to the women producing the merchandise and to business development programmes, run by Women in Progress.

The handmade Global Mamas range includes colourful: tops, dresses, skirts, babywear, accessories and gifts.

Green Money

The environment sector is widely considered a big and growing business in Europe.



So many different avenues are picking up on the potential success of using the environment as an advertising tool.

The furore over the 'I'm not a plastic bag' bag is indicative of the growing desire for environmentally intelligent products. Eco-fashion is just one example of the new direction in branding and lifestyle marketing, and rise of green consumerism.

Environmentally sustainable alternatives have an increased presence on the market. You are now able to purchase eco-aware: clothing, makeup, food, cleaning products, cars and furniture.

Green Washing

The lucrative green market means that it is increasingly attractive for corporations to appeal to the eco-aware consumer. Corporations may green-wash their public image so as to appear environmentally responsible.

The term *green-washing* is derived from the term *white-washing*, and may be used to describe a misleading advertising campaign that over emphasises a corporation's environmental interest. Green-washing is often understood as unethical since it misinforms the consumer, while the corporation continues business as usual.

The Church of England

The growing awareness and passion for the environment means that environmental issues are now central to the work of the Church of England.

In July 2007 The Archbishop of Canterbury, Dr Rowan Williams received an award from parliament for his efforts in promoting environmentally friendly issues.

The award was presented to the Archbishop by the Parliamentary Renewable and Sustainable Energy Group, to recognise his moral and spiritual approach to the challenge of global warming.

The Church of England is currently engaged in the national campaign: *Shrinking the Footprint*.



The *Shrinking the Footprint* is an environmentally conscious campaign uniting The Church of England with the issue of human induced global warming.

The campaign aims to create the *40% church*, whereby carbon emissions are reduced to 40% of current levels by 2050.

To meet the *40% church* target, simple steps are proposed including: the efficient use of energy and use of 'green energy' from renewable or sustainable sources.

Eco-Congregation is a programme helping churches make the link between environmental issues and Christian faith, in association with *Shrinking The Footprint*. The programme encourages practical action in the church and in the lives of individuals within the community.

For further information please see: www.shrinkingthefootprint.cofe.anglican

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