

Search Begins for Welsh Green Heroes

Cynnal Cymru – Sustain Wales has launched a massive search to identify the 52 Welsh green champions who deserve recognition for tackling sustainability and climate change.

In an attempt to acknowledge the great work accomplished towards a sustainable future, the not-for-profit organization developed the Wales Green List initiative aiming to inspire and motivate others to follow suit.

There is no conventional pattern for the perfect nominee. Candidates can range from business leaders to community groups, from artists to politicians, from campaigners to company directors, staff members or project promoters. Nominees could be tackling environmental and social issues in their own village or town, at a regional, national or international level.

Although this initiative contains the word Green, the search is not limited to environmental groups. Sustain Wales seeks to identify the people who are simply making a difference. Working towards building a better, more sustainable Wales is vital for our future and thus deserves recognition.

Cynnal Cymru – Sustain Wales welcomes nominations from every corner of Wales until 14th September 2009. The Green List will be selected by a panel comprising influential figures from business, media, the voluntary sector, social enterprise and, naturally, sustainable development. 52 inspirational stories, 52 examples to follow, 52 green champions – one for every week of the year.

Helen Nelson, Executive Director of Cynnal Cymru – Sustain Wales, said:

“Across Wales there’s amazing work going on that will trigger a more sustainable future. People are striving to make a difference and I believe it’s time to recognise their efforts and encourage others to follow suit, embracing sustainability.”

“We are searching for those committed groups, organizations or individuals, who, armed with determination, had and continue to have a positive effect on their communities, the environment and, ultimately, other people’s lives.”

Folks across the country are being urged to think of green champions and nominate them to feature in the Wales Green List. If recognising someone committed to making their community a better, more sustainable place, do not miss the opportunity to celebrate their vision and hard work.

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Note to editors:

1. Cynnal Cymru-Sustain Wales is a not-for-profit organisation that promotes sustainable development, advises government and provides practical information to help people in Wales live more sustainably. For more information about the organization follow: http://www.sustainwales.com/home/en/about_us.aspx

2. More detailed information about the application process and judging criteria for Wales Green List can be accessed on: http://www.sustainwales.com/home/en/campaigns_greenlist.aspx