



Daily action to reduce your impact on our environment

www.365actions.org

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Site launches with a green action for every day of the year

A new environment and climate initiative has been launched this week; www.365actions.org has been designed to prompt and inform mass individual actions every day that will contribute to a reduction in our environmental impact.

The site is publishing a new “action” that people can take, every day of the year. From small measures to reduce the use of energy or plastics in our households, through to changes that organisation can and should make, it will be full of ideas – some old, some new – that can help.

Each action is backed up by a short article including links to further reading, making them ideal for schools and other educators as well. The site is also linked through to Instagram and Twitter feeds to enable people to receive alerts and links each day as the “actions” are published.

David Head, founder of the site, said “It’s a cliché I know, but most of what we need to do as individuals is not rocket science. Its common sense and our common moral duty. The site tries to bring a pragmatic, balanced, informed approach. Yes we will be recycling many old ideas, but there will be new ones too, and in fact we hope that our site readers and social media followers will fire ideas into the initiative as well, especially as we are also looking for guest writers.

“Individually, we know it can be frustrating or even seem irrelevant to take small actions, but if we can get thousands or even millions of people taking those small actions, we can and will make a genuine difference.”

Notes for editors

For more information visit www.365actions.org

For further comment or your questions email info@365actions.org

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