



36 Golden Square, London W1F 9EE

T: +44 (0)20 7544 3706 F: +44 (0)20 7544 3776 E: play@playwithus.co.uk W: www.playwithus.co.uk

## Do the Green Thing

**Green Thing** is a not-for-profit online community that makes it easy and enjoyable to be green. It's the first initiative to combine marketing psychology, world-class creativity and the self-fuelling energy of social networks to mobilise the masses against climate change by making it effortless and fun. Every month you get a different Green Thing to do. All you have to do is do it.

We all want to live greener lives these days but often find it too hard, too confusing or too futile to make a habit of it. Green Thing is for those of us - and there's a lot of us - who don't get turned on by the tree-hugging thing, the guilt thing, the scientific thing or the world-is-at-an-end thing. Green Thing is an easy thing, a fun thing, a creative thing and a community thing.

As lots of small things can add up to more than a few big things, Green Thing suggests one easy thing a month to tempt as many people as possible to do it. Like Weight Watchers, Green Thing celebrates smaller steps which lead to meaningful change over time. Green Thing is also free which makes it easier to be part of. And because entertainment is very inspiring and lectures a bit less so, the monthly Green Things are suggested with brilliant content from a growing community of brilliant writers, musicians, designers, directors and artists - pro and am, young and old.

Green Thing has raised over **£600,000** of in-kind donations and commitments from this community of passionate donors.

Ultimately, this initiative is about people power. If we all contribute to Green Thing, it will become as creative, as credible and as irresistible as it can be. If we all do the Green Thing, it will make the biggest impact it can make.

Because people want to know that their action is making a difference, Green Thing is endorsed by some of the planet's leading environmental thinkers and reports back every month on the collective difference the whole community is making.

Those endorsing and advising Green Thing include Nobel Peace laureate Professor Wangari Maathai, Satish Kumar, founder and editor of Resurgence magazine, Alex Steffen, co-founder and executive editor of WorldChanging.com, and Cathy Zoi, chief executive officer of Al Gore's Alliance for Climate Protection.



---

Do the Green Thing

---

Green Thing's mission is to get as many people in as many countries as possible to do the Green Thing to prevent global warming and then leverage that people power to get government and business to do the Green Thing too. So it's ambitious. But it needs to be. Surprisingly few people are taking serious action to make their lifestyle more sustainable and a NASA scientific report just concluded that the IPCC may have dangerously underestimated how fast things are changing: "Civilisation developed during a period of unusual climate stability, the Holocene, now almost 12,000 years in duration. That period is about to end."