

The good, the bad and the green?

I believe the green movement would do well to put more focus on good simple actions rather than highlighting the more difficult or unpleasant truths. Most of us wish to help save our planet but are unsure how we can properly minimise the environmental impact of our day-to-day activities. Experts telling us where we're all going wrong can lead to a general sense of disillusionment, also any disagreement about how to be green will mean some people may give up trying.

We are told that we shouldn't fly in an aircraft, yet if we have family or work abroad we have no choice. Rather than making us feel guilty it is important to make greener flying easier. We need to know which airlines are the most environmentally friendly so that we can fly with them and put pressure on other companies to become greener.

Are hybrid vehicles really less efficient because of the chemicals in their batteries and the energy consumed to build them? Everybody needs to actually know which cars are good to drive, the cheapest to run and the best environmentally.

By promoting simple green actions and activities we can avoid our own ignorance standing in the way of our desire to do the right thing. Many of us have already realised how easy it is to make small green changes to our day-to-day life.

With this in mind, I want to draw your attention to www.tiptheplanet.com a user-generated website where anyone can add their own green tips and ideas. If you're looking for green solutions rather than environmental problems, or you want to share your experiences, take a look at the site and help spread the word about the good stuff rather than malign the bad.

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