



ecopreneurs  
for the climate OCT 24-30  
2016

*Press release*

Global Week of Green Business and the Climate Movement

*Reading, United Kingdom, 1-11-16*

Reading\_ECO4CLIM - Ecopreneurs for the Climate 2016 - 28 Oct 2016 -Global  
ECO4CLIM\_Rdg Climate Innovation +Jobs Draft Strategy Outcome Document 31 October 2016

## The “Ecopreneurs for the Climate” gathered last week in 14 different countries to leverage sustainable businesses tackling climate change - Please see #ECO4CLIM\_Rdg

Please find enclosed our initial, #ECO4CLIM\_Rdg “draft strategy outcome document 31 October 2016” from the first Ecopreneurs meeting in Reading. We hope that Reading and its stakeholders will commit to a **zero emissions vision** together with "green" companies acting as an economic engine for the region.

Climate Change Centre Reading focus on how to reduce cities emissions as quickly as possible. More and more cities set **net zero** targets between 2040 and 2050. The question is no more when or how much, **only how**.

It has been a remarkable year with all treaties and agreements, conventions and declarations coming in place being agreed globally. With a staggering incredible development of daily new energy CO2lutions and Climate Innovations, with ongoing new climate preparedness worldwide, we believe local emissions reductions could happen much faster if they are aided by leaders that are committed to taking the crucial right decisions. It is the local government and its stakeholder responsibility to implement **zero targets decisions**.

As the planet is warming and more and more refugees of food shortage are seeking urban shelter for protection, demanding right to protection, cities need not only adequate housing but adequate climate housing. The cradle of life is ecology, climate innovation for urban growth is where one can have most impact to improve soil, water and air quality for all (**Permaculture principles and the unnecessary principle**). What is needed is reservation, sustainable use and restoration of ecosystems and biodiversity, with the dual objective of mitigating climate change and adapting Reading region to its effects. It is essential to reduce the human footprint whilst the planet's population is growing.

**Target:** Thanks to partnerships and companies' generous contributions this eco-campaign will, in a few years, **develop 50 labs across the world / empower more than 500 ecopreneurs / generate 3,000 green jobs** and directly avoid hundreds of tons of CO2 emissions into the atmosphere.

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[http://tvb-climatechallenge.org.uk/2016/10/31/eco4clim\\_rdg-climate-innovation-jobs-draft-strategy-outcome-document-31-october-2016](http://tvb-climatechallenge.org.uk/2016/10/31/eco4clim_rdg-climate-innovation-jobs-draft-strategy-outcome-document-31-october-2016)

As the Ecopreneurs of Reading we would like to **connect** new climate innovation with green business. In the name of Ecopreneurs” green entrepreneurs **US”** are forming a British Wing (Bat) Flap for climate CO2lutions with the aim to reduce release of carbon dioxide CO2 and other toxic Greenhouse gases and prevent 100’ tonnage from leaking out in to the Greenhouse gas area causing further warming. We address these direct implications to one day hit the Greater Reading Area as food shortages, hurricanes, disaster relief, flooding, home insurance, wildfires, water scarcity, heat waves, national security, droughts and lost wages.



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The Global Context; Cities today occupy approximately only 2% of the total land, however they stand for:

- 70% of the Economy (GDP)
- 60% of Global Energy Consumption (more than)
- 70% of Greenhouse Gas Emissions
- 70% Global Waste

Zero vision CO2lutions are urgently needed in cities so that they can morph Green business resource Eco systems

Suggested Innovation: Shadow Local Government to voice **the people's sustainable initiatives and create a balance** between general stakeholders like business, organisations and **academia**. **"Bridge the gap"** to achieve the best possible democratic outcome for the benefit of sustainability, quality of life and long term health indicators.

"Ecopreneurs for the Climate" is rooted on the leadership of its **climate organisers**, working at the intersection of business and civil society in their communities; the extensive support provided by its sustainable business networks; and the wide reach of its **global partners**, including Impact Hub, SwitchMed, Green Shift Africa, Ecopreneur.eu, GreenEcoNet, and the NESI Forum.

**For more information:**

For further information, contact ECO4CLIM\_Rdg's Climate Organiser in Reading: Carl Emerson-, [eco4clim@cccrdg.org.uk](mailto:eco4clim@cccrdg.org.uk) or Tanja Rebel - [tanjarebel@hotmail.com](mailto:tanjarebel@hotmail.com)



*"Innovative business CO2lutions, supported by green economy ecosystems, are needed to mitigate and adapt to the challenges posed by climate change."*