

START in St Andrew Square

✘ Scottish Business in the Community (SBC) and Essential Edinburgh have announced the national launch of project START, an initiative established by HRH The Prince of Wales to promote and celebrate sustainable living.

Together with partners, Start will be launched in Scotland with a festival, Start in St Andrew Square, from Saturday 4 – Monday 6 September, to encourage individuals to make a Start with sustainable living and demonstrate the benefits from developing sustainable behaviour.

The festival will include a wide range of activities including cooking demonstrations, fashion shows and workshops, exhibits and events showcasing how everyone can cut down on waste and conserve natural resources at home, in the garden and at work.

Start is the next phase of the sustainability journey that originated with The Mayday Network in 2007. The Network was as a result of HRH's call to business to take action on climate change and is now an established movement of almost 2,800 UK businesses progressing along the low carbon and resource-efficient journey towards a sustainable future. Start aims to inspire and support individuals to help them lead more sustainable lives.

Jane Wood, Chief Executive of Scottish Business in the Community said: "Scottish Business in the Community and the Mayday Network are delighted to launch project Start in partnership with Essential Edinburgh.

"Through clear, concise language and advice Start aims to make the move to sustainable living as simple as possible. Start in St Andrew Square will demonstrate the very best examples of sustainable practice in Scotland, and show how we can all make positive changes right now to lower our impact on the environment."

Tom Campbell, Chief Executive of Essential Edinburgh said: "The business improvement district is already a member of the May Day network and we're pleased to be working with SBC on the Start initiative. St Andrew Square is a great place to launch Start and we're sure it will attract lots of people into the BID area."

The launch of Start will also see the opening of the Start Living space in St James centre. Start Living will provide information, advice and interactive support on sustainable lifestyle choices and assist the steps taken by individuals to make that Start.

Start will be officially launched on Monday 6 September 2010, Start St Andrew Square will run from Saturday 4 September – Monday 6 September 2010.