

“EARTH Network for a Sustainable Lifestyle”

Books on earth tales, organic plants, solar dryer, pico hydro, wireless bulletin board, LED bulbs, electric vehicle, and selected food supplements. What do they have in common?

They are eco-products--products that are kind to the environment. They are produced, consumed or used, and disposed of in an environmentally sound and sustainable manner. Many of them may not be completely eco-friendly yet. But they are now growing in quality and quantity.

The demand for eco-products is going up for many reasons. One is the increasing awareness of the disastrous impact of global warming, which arises mainly from the emission of greenhouse gases. As a result, more people are now practicing sustainable lifestyle that reduces emissions to the atmosphere.

But the major motivation is economics. Many eco-products can save money for consumers. For example, the latest electric bulbs in the market, LED bulbs, can reduce the consumption of electricity while avoiding the problem of disposing of used incandescent bulbs with toxic mercury.

KK! (Mar. 18), EPIF 09 (Mar.19-22) and Launch of EARTH Network (Mar. 22) - MabuhayRadio

Written by EARTH Institute Asia Press Office

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In order to help develop the young market for eco-products in the Philippines, EARTH Institute Asia, Inc. has developed its latest program, EARTH Network for a Sustainable Lifestyle. a network of producers, sellers, and consumers of eco-products.

H ear more about the network and some of the eco-products in Kalikasan, Kaunlaran! (KK!) on March 18, 2009, Wednesday, 6:30 p.m. to 7:30 p.m., at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Ch. 9 in Metro Manila, other cable TV channels nationwide), and Internet (<http://dzrh.tripod.com> or <http://dzrh.prepys.com>). Guests are: Julius Labrador, President, Labrador Electronics; Dennis Go, Managing Partner, Luminavita, Sean Gerard Villoria, President/CEO, Electric Vehicle Solutions, Inc, and Cecilia Pagba, GIS Head, Webcast Technologies, Inc. EARTH Institute Asia President, Dr. Cora Claudio, will moderate the discussion in conversational Tagalog-English.

Join the contests, campaigns and projects of EARTH/KK! To join all, register as a KK! listener by texting 2299: earthyour message. KK! co-producers are EARTH Inst. Asia and DZRH, with the support of Unilever, Unilab, Manila Water, Pilipinas Shell, FERN, Inc., Toby's Sports, Delbros Supply Chain Solutions, Yehey.Com, MAP, and Brahma Kumaris, and with the cooperation of GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, and various egroups and environment-caring groups/individuals.

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Join the Eco-Products International Fair 2009 on March 19-22, 2009, SMX Convention Center, Mall of Asia complex. Visit the booth of EARTH Institute Asia, Inc. and the EARTH Network.

Attend the launch of the EARTH Network on March 22, at 11:00 a.m. to 12:00 noon. Dr. Cora Claudio will conduct a briefing on the EARTH Network before the official launch.

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