

OUR GREEN ROOTS

In line with the Citizens Assembly's goal to become leaders in climate action, we want Ireland to fulfill its potential as a green island in the truest sense of the word.

We believe that by reframing how we celebrate our national holidays, we can forge and renew meaningful connections between how we relate to our local environment and how we express our national pride.

We are putting out a call to action to individuals, businesses and community groups to 'Do Something Green' - to kickstart a shift in attitudes, and help people and communities to become positive agents of change.

In honour of our national day we have chosen the Shamrock as our symbol, presenting it afresh with its roots in the soil, as a symbol of the depth of our connection to the earth and our communities.

The leaves embody our belief in the three elements that are vital for real change to happen - that of heart, head and hands :

Heart : The passion for a more sustainable and equitable world.

Head : The dedication to deep learning, in order to set manageable goals and inspire change.

Hands : The work to implement real change, and create impacts within communities and beyond.

There is a span of just over six weeks between St. Brigid's Day and St. Patrick's Day.

This presents us all with an opportunity, as the days begin to brighten, to prepare to adopt new habits, consider what can be let go of, and move towards embracing new horizons.

The culmination of this period is St. Patrick's Day.

This is a day to celebrate these changes that were sown in Imbolc, that you are now taking forward into Bealtaine, as well as reflecting on and celebrating the deep roots of the culture and history of this, our unique island.



INVITATION
TO COLLABORATE

OUR GREEN BEACONS

To inspire new ideas over these six weeks, we want to share some insights from industry beacons of real innovation and implementation in the area of sustainability.

As one of these leaders of change, we invite you to collaborate with us.

Keeping Sustainability as the overall lens

We ask you to give us some words on the following :

Establishing your Roots :

1. Heart - an ambition or a passion that you wanted to achieve personally for your career/company, and how you went about it?
2. Head - something that you had to increase your own learning for, and how did you approach this?
3. Hands - something tangible, something that you applied physically, and how you did this?

Aligning your Roots :

4. Which of the UN Sustainable Development Goals are you fulfilling, working towards, or inspired by?

Expanding your Roots :

5. Would you like to share one other Irish-based person/business - from a different industry to your own - that you consider to be a sustainability beacon?
 - Perhaps it is someone that you have worked with within your business life
 - Someone from your own life that inspires you
 - Someone that you may not know personally but simply admire
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We welcome your response in whatever format that you prefer
If it is more convenient, we have a Google form ready with the questions
We have included a link in the email. Alternatively, simply scan here :



Thank you for being one of our Beacons for 2022!
The Green Roots Team | Claire Anne, Míchéal, Deimante, Con, Carole

The Green Roots Project

