

PRESS RELEASE | 2022



THE GREEN ROOTS PROJECT

- ENVIRONMENTAL COMMUNICATIONS -

REIMAGINING
ST. PATRICK'S DAY
AS A BEACON
FOR A MORE SUSTAINABLE
AND GREENER IRELAND

WWW.THEGREENROOTSPROJECT.IE

OUR VISION

A reimagining of St. Patrick's Day/Week as one that promotes a vital environmental message, one that will elicit cross-generational eco-action, one that will help to elevate sustainability and biodiversity awareness throughout Ireland and the world. An eco-green reset of our national day to reconnect us with our environmentally positive greener roots.

As our first major National and International post-Covid event fast approaches, we see St. Patrick's Day/Week 2022 as a unique opportunity to examine the idea of what it means to be 'Green'.

SUSTAINABLE CITIES & COMMUNITIES

We understand that Climate Change is a difficult topic, it can be daunting and overwhelming. We foresee the successful connection of sustainability with public celebrations like St. Patrick's Day creating a real opportunity for more people to join in the conversation around climate change. This will hopefully spur people into taking tangible action, no matter how small, creating a ripple effect that will grow in time into a wave.

There is no single solution for climate change, rather there are multiple ones that must run in tandem. Collaboration is king. We want to encourage innovation and knowledge sharing among people, communities and businesses which will hopefully foster new possibilities and solutions to deal with climate change and biodiversity loss.

Our proposal for St. Patrick's Day champions Climate Action, Community, Collaboration, Partnership, and Responsible Consumption aligning this project with the United Nation's Sustainable Development Goals numbers 11, 12, 13, and 17.

Ireland has the world's attention around St. Patrick's week every year. Our mission is to use this global platform to promote a positive green message, both at home and abroad. It will show the world that Ireland is serious about climate change by aligning a strong sustainability message with our national day that will continue to grow stronger roots into the future.

We want to encourage people to get involved in green/eco-activities around our national feast day in ways that will have lasting positive impacts on them, and the environment.



' LET'S
RECYCLE
OUR
PLASTIC
SHAMROCKS
FOR
REAL ONES!'



The Green Roots Project
www.thegreenrootsproject.ie

ABOUT US

The Green Roots Project is an environmental communications organisation formed during a recent Post Graduate Diploma course in Design Thinking for Sustainability at the UCD Innovation Academy.

We are a team of five, with backgrounds in multiple disciplines, including Event Management, Science, Communications, Art, Design and Business. We are situated across Ireland.

' DO SOMETHING GREEN '

JOIN OUR ONGOING CAMPAIGNS

- 'How Will You Go Green?' [Individuals, Communities and Businesses]
 - 'Show Us Your Shamrocks!' [Individuals, Communities and Businesses]
 - 'All 32 Counties, Let's Go Green!' [Nationwide and beyond]
 - Grow Your Green Cloak [Lesson Plan for Junior Schools]
 - Towards Zero - The Carbon Neutral Parade [Parade Organisers, Events & Festivals]
 - '40 Shades of Green' - 17th -20th March - Exhibition in EPIC Museum [Secondary Schools]
- #thegreenrootsproject

All information available on our website

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