



## Press Release

### No Impact Week – Asia

**19 June, 2012 – Singapore** -- Recognizing the increasing urgency of engaging audiences to address climate change, the Redraw The Line Asia regional campaign and the U.S.-based No Impact Project announced today that they will launch a University No Impact Week in Asia-Pacific countries, with a focus on engaging students and faculty to adopt sustainable and green lifestyle choices.

No Impact Week is a challenge to encourage citizens to reduce their carbon emissions and environmental footprint. It includes events to educate students and the general public about reducing consumption, reusing and recycling goods, increasing energy efficiency, identifying alternative methods of transportation and other techniques to reduce individual dependence on and consumption of fossil fuel-based or “brown” products and services.

No Impact Project and Redraw The Line are launching No Impact Week with Asian universities in part to draw attention to the lack of international governmental support to significantly reduce carbon dioxide emissions. The announcement of an Asian No Impact Week sends a strong message in advance of the Rio+20 United Nations Conference on Sustainable Development in Rio de Janeiro.

Drawing on the growing awareness of climate change and the increasing popularity of annual events such as Earth Day and Earth Hour, No Impact Project and Redraw The Line are working together to establish activities and events to build awareness of climate change, encourage action and hopefully raise citizen support for governmental action.

Colin Beavan, founder of No Impact Project, says the week provides a chance for participants to see how no-impact living can improve the environment as well as the quality of their lives.

“It’s not about giving up creature comforts, but an opportunity for you to test whether the modern ‘conveniences’ you take for granted are actually making you happier or just eating away at your time and money,” Beavan says.

The Redraw The Line campaign aims to build awareness of the need to shift habits away from carbon-emitting transportation, energy and manufactured consumable goods and increase demand for green alternatives.

“God and government alone are not going to resolve climate change fast enough to prevent further disasters, impacts on food, water and energy supplies, and the migration of entire populations,” says Craig Hobbs, Redraw The Line’s campaign director and CEO of The Media Alliance.

“Without a doubt, government and big business must do something about climate change. But actions like No Impact Week not only reduce the consumption of participants, but also send a message that the culture itself is ready to consider a less resource-intensive way of life.”

#### ABOUT THE MEDIA ALLIANCE

The Media Alliance's mission is to identify significant public issues and stimulate action on those issues through communications programs that make a measurable difference in society.

To that end, The Media Alliance marshals volunteer talent from the production, advertising, entertainment and communications industries, the facilities of the media, including advertising and editorial space, and the resources of the international, business and nonprofit communities to create awareness, foster understanding and motivate action that results in behavior change.

## **ABOUT NO IMPACT PROJECT**

The No Impact Project, an international nonprofit, aims to empower citizens to better their lives and lower their environmental impact through lifestyle changes, community action and participation in environmental politics. The project's goals are to enable the public to conduct their own No Impact experiments and engage those who are not already tree-hugging, bicycle-riding, canvas-bag-toting eco-warriors.

Beavan, aka No Impact Man, conceived of the project following his blog, book, and film chronicling his family's year-long experiment living a zero-waste lifestyle in New York City. Central to his thesis is the notion that altering deep-seated individual behavior leads to both cultural change and political engagement. Living low-impact provides a clear entry point into the environmental movement. For additional information, visit [www.noimpactproject.org](http://www.noimpactproject.org).

## **ABOUT REDRAW THE LINE**

Redraw The Line, a public awareness campaign about climate change, is coordinated by The Media Alliance and supported by the Swedish International Development Cooperation Agency (Sida) and the Asian Development Bank (ADB). Redraw The Line is intended to build broad public engagement on mitigating climate change for a simultaneous bottom-up approach encouraging and complementing actions by the multilateral development community, governments and civil society organizations working on policy, research, regulation and political and economic reforms.

The Redraw The Line campaign draws upon the participation of (1) the media, entertainment and creative industries; (2) the advertising industry; (3) private sector sponsors; (4) multilateral, bilateral and development agencies; and (5) tertiary academic institutions in the target countries of Thailand, Vietnam and the Philippines. Three more countries will be added in 2012, with an additional three to be added annually during the five-year duration of the project. For additional information, visit [www.redrawtheline.org](http://www.redrawtheline.org) or [www.mediaalliance.asia](http://www.mediaalliance.asia).

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