

# Target Green

## EDUCATIONAL CONSULTANCY AND TRAINING

### **Target4Green Launches Global Outreach**

Peter Milne, Founder and Director of Target4Green, discusses his on-going plans to support schools and businesses to become more sustainable and explains his dedicated approach and passion to succeed.'

The importance of Environmental Education, and the crucial role that schools play in creating greater environmental responsibility amongst their communities, cannot be over-stated.

We all have a fundamental duty to live in a more sustainable way so that the future of this planet and the livelihoods and health of all those that live on it are safeguarded.

However, that is easier said than done. First, with the complexities of human nature and human wants and needs, is it really that straight forward being on a sustainable path in the first place? Not at all!

Nevertheless, in trying to simplify what sustainability is all about and how and (crucially) why we need address global environmental, economic and social issues together, it can start with a simple goal to be less wasteful and more caring.

If we can see ourselves as part of the whole and that whatever we do comes back to us anyway, then maybe we will see our actions in a less self-centered and detached way.

Awareness of the world around us and the care we should give towards it comes from a young age but must be supported by all generations through education and inspiration. Whether you are 3 years old or 93 years old; whether you are a young child in a nursery school or a high flying executive, the one thing that connects us all is the one home we share: Earth.

The approach that Target4Green takes in schools and businesses is similar because the aim should be similar too. With Sustainability integrated into the curriculum or as a focus for a CSR or Training initiative, the core concerns interlinking economies, societies as well as local and global environments are also the same.

Target4Green starts with individual awareness, personal attitudes, analysis of thoughts and practice and finishes with meaningful and valuable action.

If we don't start with ourselves, then who do we start with?