



green
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for
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Green Rewards

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Press Release

15th June 2011

Global Action Plan CEO Trewin Restorick appointed to the Green Rewards' Sustainability Advisory Panel (SAP)

Green Rewards is delighted to announce the appointment of Trewin Restorick to its independent Sustainability Advisory Panel (SAP).

Restorick is the CEO of the award-winning environmental charity Global Action Plan, which he founded in 1993. The charity runs programmes to reduce carbon emissions, energy consumption and waste with businesses, schools, community organisations and households.

"I'm delighted to take on this role", says Trewin, "by bringing together leading independent eco and ethical expertise, consumers can trust and rely on the Sustainability Advisory Panel as a trusted authority; knowing my expertise can help consumers take steps towards a more sustainable way of living is very exciting."

The role of the Sustainability Advisory Panel is to vet and approve every one of the 1,000 eco products and experiences in the Green Rewards' range to ensure they all meet the highest standards in sustainability. SAP also acts as advisor to Green Rewards generally on sustainability issues.

Restorick is the Chair of the Environmental IT Leadership Team (EILT), sits on the Defra Third Sector Advisory Board, is a trustee for Sustainability and Environmental Education, and co-chaired Defra's Compact Group which won the National Compact Award for Excellence. He has also been trained as one of Al Gore's UK Climate Change Ambassadors and is a frequent media commentator on environmental issues appearing on Channel 4 News, Sky News, BBC Breakfast, and is a regular contributor to The Guardian's Sustainable Business Network.

Before starting Global Action Plan, Restorick worked for Friends of the Earth as Recycling Co-ordinator and Head of Marketing. In these roles he established the first blue box kerbside recycling scheme in the UK and created Paper Round, an office based recycling scheme in London which now has a turnover of £3 million. He has also worked for Plymouth City Council, the Dartington Trust and the BBC.

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“I’m really pleased that Trewin is joining our Sustainability Advisory Panel,” says Green Rewards MD and founder Graham Simmonds; “he is one of the most experienced and thoughtful environmentalists in the country and his insight will be invaluable as we continue to develop our range and our activities.”

Restorick’s favourite Green Reward is the Worm Farm; “having a wormery is a fantastic way of seeing in your own home how easy it is to turn a waste product into something useful - truly the principle of a close loop system in your own backyard!” says Restorick.

Notes to Editors:

Green Rewards is a green and ethical online shop and rewards scheme that provides people with an easy and engaging way to lead a greener lifestyle and play their part in tackling climate change. The venture was set up by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities, whilst the radio and television personality, Neil Fox (who currently presents Magic FM’s Breakfast Show) is involved as a director.

At www.greenrewards.co.uk people can visit Our Green Shop where we have brought together over 1,000 eco products, gifts and experiences offering something for everyone – from bird feeders for the garden, energy saving devices for the house, toys for the kids, ethical fashion, green charity gifts and much, much more!

Our Green Points can only be spent in Our Green Shop where everything has been rigorously vetted by an independent Sustainability Advisory Panel that includes some of the UK’s leading figures covering carbon footprinting, ethical fashion, recycling and fair trade.

For more information, please call Dominic Davies on 020 7326 5055 or email him at

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