



## Features in this Edition

Welcome Note

The Eco House Challenge

The Brosnan Suggestions

### WELCOME NOTE

Welcome to the 'Merry month of May' 2007 Edition of the Realise A Better World Newsletter.

This Newsletter has been dedicated to the growing amount of awareness being introduced into popular culture. There are many reasons for this but the examples in these articles mainly demonstrate some of the most effective ways the message is being delivered.

Thanks for the great feedback and suggestions. I hope you all find something to be inspired by this month.

### THE ECO HOUSE CHALLENGE

The 'Eco House Challenge' is an eco- reality/lifestyle television series that aims to raise awareness of the ways we can reduce our impact on our environment.

Two families are challenged to continue their routines while drastically reducing their impacts. Its focus is on domestic solutions that are available to most families.

By taking this experiment into the home individuals who watch the show can get ideas for how they too can make a difference. Using the genre of reality / lifestyle in this television series allows viewers the convenience of obtaining this information in a format which they have recognition.

The entertainment value comes predominantly from the observations of how the families deal with the challenges. It motivates and inspires viewers to consider their consumption and the wider implications of their actions.

Individuals can support this series and other similar programs by turning on the television. When people watch there is a greater likelihood that more aware programming can follow.

The program is scheduled on Wednesdays, on SBS, at 7.30pm. The website reminds us that *"it's up to all of us to make a difference."*

### References:

The Ecohouse Challenge - <http://www21.sbs.com.au/ecohousechallenge/>

### THE BROSNAN SUGGESTIONS

Celebrities are a significant part of popular culture. Their behaviour is often perceived as an acceptable

and fashionable way to act.

Popular culture is constantly evolving and is now becoming more aware. Our social role-models are an indicator of this taking place.

Well known actor and activist Pierce Brosnan has for some time been a role-model and leader of environmental and social causes.

Amongst these causes are:

- Marine mammal protection
- Wetland protection
- Clean air and clean water campaigns
- Women and childrens' health

Brosnan volunteers his time to help gain sufficient exposure for his causes and participates actively in events that raise awareness.

Aware role-models and leaders like Brosnan, have a strong influence on social behaviour and are playing a significant role in evolving popular culture. Awareness itself is becoming fashionable and in this way is making its way into the media and into the home. This will no doubt increase in popularity with greater exposure from a growing number of celebrities.

The striking aspect about Brosnan's passion is that it extends beyond his activist campaigns and into his lifestyle. On his website he describes 10 things which can make a difference:

1. Eat organic and buy from farmers markets
2. Choose eco-friendly products and services
3. Recycle where possible
4. Support individuals and organisations that are making a positive difference
5. Plant a garden
6. Compost food scraps
7. Promote environmental education
8. Offset your carbon emissions with donations or trees
9. Design your home with energy efficiency, renewable, reused and biodegradable materials
10. Stand up and have your say for environmental topics important to you.

He adds that *"One person can and does make a difference."* This type of leadership motivates others to make a difference in their own life.

### Reference:

The Official Peirce Brosnan Website - <http://www.piercebrosnan.com/>

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