



## UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement      Programa de las Naciones Unidas para el Medio Ambiente  
Программа Организации Объединенных Наций по окружающей среде      برنامج الأمم المتحدة للبيئة

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### **Buy a Westwood *Tree*-shirt to *GreenUp!* Europe**

*Vivienne Westwood, Achim Steiner and Isabelle Durant launch a citizens' green economy initiative ahead of the 2012 UN Conference on Sustainable Development "Rio+20"*

**Brussels, 11 October:** Fashion designer Dame Vivienne Westwood today put art in the service of sustainable development.

At the launch of the UN Environment Programme (UNEP)'s new '*GreenUp*' initiative, conceived to bring the Green Economy closer to Europeans, Dame Vivienne unveiled a *Tree*-shirt to raise funds for re-connecting Europe's forests.

Forests across the globe will be central to combating climate change and a key part of realizing a low carbon, resource efficient Green Economy studies show.

The essential Vivienne Westwood design was printed on shirts donated by the Anvil Eco T-Shirt Collection™ and each shirt includes a Shirt Scan™ Code with additional information on the *GreenUp* programme.

Achim Steiner, UN Under-Secretary General and UNEP Executive Director, underlined at today's launch: "GreenUp, with the help of Dame Vivienne, can assist to demystify the Green Economy and make it practical so that people can make a difference."

European forests may be expanding by around 7,000 hectares a year but many are still under threat from 'fragmentation' as a result of felling, fires and conversion to agricultural land according to experts with the United Nations.

Not only are these isolated and fragmented forest systems more vulnerable to climate change, but they are also less able to support wildlife, stabilize soils and supply sufficient water to the cities, companies and communities that rely on such ecosystem services.

'Buy a *Tree*-shirt, plant a tree' is the first of 10 actions of the new *GreenUp* programme – a UNEP initiative launched jointly with the European Climate Foundation. As of today, the *Tree*-shirt is available online at [yoox.com](http://yoox.com)'s eco-friendly initiative [YOOXYGEN](http://yooxygen.com), giving all net sale proceeds to replanting programmes.

[yoox.com](http://yoox.com)'s involvement in the GreenUp Tree Shirt initiative fits perfectly with their history of collaboration with Vivienne Westwood and ongoing involvement in the promotion of eco-sustainable fashion and design.

The *Tree-Shirts*, are meant to be thought-provoking and to inspire a new way of thinking. "The antidote to consumption and climate change is culture. It's art," the designer and environmental advocate Dame Vivienne said. "It's a way of thinking. We are dangerously short of culture and of people's appreciation of what is actually a good life."

*GreenUp* is about triggering new habits for a greener Europe and for greener economies. Eight months ahead of the UN Conference on Sustainable Development 'Rio+20', *GreenUp* is taking the idea of shifting to a sustainable economic model to the streets. It's not just for private and public sectors, it's everyone business.

"Programs such as *GreenUp* which plant trees in European forests are an essential reminder that we cannot continue to deplete our natural resources faster than we replenish them", noted Anvil's CEO Anthony Corsano.

Dame Vivienne emphasized that "the most important part is that it is absolutely crucial to involve the public. Public opinion is the only thing to save us. Without it, it I do believe we are an endangered species."

Isabelle Durant, Vice President of the European Parliament, spoke about the power of citizens as governments prepare for Rio+20. "The Green Economy will never exist with only directives and international agreements," she said. "We have to mobilise the citizens through programmes like *GreenUp*. It's absolutely necessary for citizens to have the capacity to exchange their ideas and experimentation. And to share their progress and successes."

Each month leading to Rio+20 in June 2012, *GreenUp's* actions for European citizens will convey how smarter development is achievable, and how a green economy can protect our economies and our future.

The citizen actions are designed with social media in mind, and *GreenUp's* centrepiece is its innovative website: a social media hub that Achim Steiner, Executive Director of UNEP, presented at the launch. "The goal of *GreenUp*," said Steiner, "is to bring an understanding to the people and to inform them about the Green Economy; that every single citizen, young or old, rich or poor, can make a difference. Without information, a citizen is powerless."

To learn more, buy a Tree-shirt or design your own, join us on: [www.unep.org/greenup](http://www.unep.org/greenup)

About Anvil Knitwear

Anvil Knitwear, Inc., a century old apparel brand, is a leader in the sustainable apparel industry with its AnvilOrganic®, AnvilRecycled® and AnvilSustainable™ brands. AnvilOrganic® has been ranked in the top ten largest organic programs worldwide by the Textile Exchange for the last three years. For more information, please visit [anvilknitwear.com](http://anvilknitwear.com) or [anvil.eu](http://anvil.eu).

About yoox.com

yoox.com, established in 2000, is the leading virtual store for multi-brand fashion and design in the world. Thanks to long-standing direct relationships with designers, manufacturers and official retailers worldwide, yoox.com offers a never-ending selection of products that are hard-to-find elsewhere, including: an edited range of end-of-season clothing and accessories from the world's most prestigious designers, exclusive capsule collections, eco-friendly fashion, a unique assortment of home design objects, rare vintage finds and art books.

UNEP's Green Economy Initiative [www.unep.org/greeneconomy](http://www.unep.org/greeneconomy)

Many of UNEP's reports and publications are available at the online bookshop Earthprint at <http://www.earthprint.com/>

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