

“Changing Lifestyles”

2/3/4 FEBRUARY 2009

BIRMINGHAM TOWN HALL

THE EVENT

It's part of a PROCESS rather than a single EVENT. The show provides visitors with both a challenge and an opportunity in regard to lifestyle choices. It is complemented by the opening of an “ECO” Information and Sales Centre showcasing companies participating in Changing Lifestyles; and it will link into the work of the Midlands Eco Partnership, to be formally launched at the show.

The various sections and themes CHALLENGE established practice, whilst exhibitors provide attractive, quality, more sustainable, alternatives; with visitors offered incentives to encourage them to make the switch.

Changing Lifestyles 2008 includes:-

1. FOOD:

With the CHALLENGE to switch from imported to regional and seasonal, prize winning examples include cooking oils and condiments; wines and spirits; fruit and exotic vegetables. Heart of England Fine Foods present their 'single order' solution for caterers wishing to source from local producers; and we announce the launch of an online regional foods book - with fascinating historic and contemporary sections.

2. FASHION:

Can you switch to RECYCLED and SUSTAINABLE fibres and raw materials, whilst retaining style and quality? Exhibits will cover Clothing; Footwear; Home and Office Accessories; raw materials will include bamboo pulp; cork fabric; hemp; organic cottons

3. FUEL:

Exhibited will be systems using electric power; biofuels manufactured from waste cooking oils (WVO); biomass heating fuels. The CHALLENGE is to switch to renewable energy sources without damaging our biosphere or food supply.

4. FINANCE:

How do we meet the challenges of resource depletion, climate change, population growth, with an economic system based on continuous growth? Is it globalise and compete - or can regional economies collaborate and complement? A business-to-business eco currency will be launched, following a presentation of their Carbon & Technology Exchange system by our Japanese colleagues.

FORMAT

We shall work with participants to present a meaningful experience; educational, informative; providing genuine options for a Changing Lifestyle which emphasise quality and creativity.

“Fashion is the New Religion” stated the stage backdrop at the NEC Clothes Show. If that's the case, our evening Eco Fashion events could well carry the label **'heretical'**! They'll issue a CHALLENGE to participate in the development of an ethical and sustainable industry based on creativity and quality, rather than exploitation, and cheap mass production.

continued

THE VENUE

BIRMINGHAM TOWN HALL re-launched in October 2007 following a £35 million refit. Opened in 1834, it has hosted a plethora of visitors and speakers from Queen Victoria to Charles Dickens in the 19th Century, to a range of musicians including Mendelssohn, Dvorak, and Elgar conducting their own new works, and into the 20th Century, with sell-out nights for The Beatles, Rolling Stones, and many, many others across all musical genres. Banquets, political events, even riots, have featured in its incredible history. The re-opening programme title "Celebrating the Past: Pioneering the Future" suits us well!
www.thsh.co.uk

PROMOTION AND PUBLICITY

We are working with THE BIRMINGHAM POST to ensure that this event receives good media coverage. THE POST and EVENING MAIL have already run a series on the theme of "Going Green". Further features are envisaged across all media formats on the issues raised by "Changing Lifestyles".

Local radio, and regional TV will also be approached at appropriate stages in the lead-up.

The reformatted Globally Local web page will carry developing news, with links to exhibitors and participants from late 2008. The emergence of new networks such as the **Transition Towns** movement and the **Midlands Eco Partnership** provide further evidence that the time has arrived for Changing Lifestyles.

ON THE RECORD

Our partners at TRILBY MULTIMEDIA will be providing real time digital support, with video and photographic records. Plasma screens at various locations in the Town Hall will carry video loops relating to themes, for example the production of cork fabric in Portugal, The Circle Bar will feature a demonstration programme, in particular on Food and Fashion.

PARTICIPATION

Further information for participants is available on request, together with booking forms and costings. Interest, comment and suggestions can be registered on the following email address.

*There are opportunities for student placements in
MEDIA; EVENT MANAGEMENT; ECO FASHION.*

Changing the world for the better will be achieved through collaboration.
 Globally Local's web site will carry updates on associated developments
 including the Birmingham Eco Centre

email address: dmc@globallylocal.net

www.globallylocal.net

(check the "downloads" for background information)

Malcolm and Balbir Currie at Globally Local LLP

The Future's Local: The Future Looks and Tastes Good!