

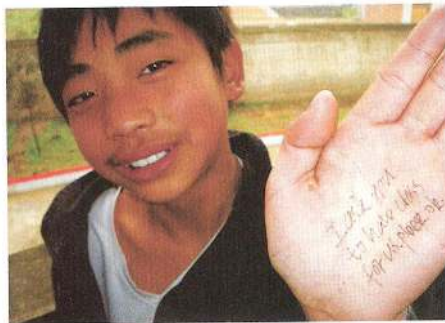
CHARITIES By Ned Kelly

Get the litter bug

Join Moganshan's perfect pick-me-up eco campaign

This month, two eco-conscious Shanghai companies, Naked e.r.a. and Greenovate, are inviting people to sign up to take part in their inaugural week-long Big Litter Pick. It's a chance to enjoy the mountain air of Moganshan, lend a hand in preserving its beauty and raise environmental awareness in its custodians of tomorrow.

For Naked, who offer retreats in their renovated farmhouse lodges, village life has always been part of the experience, but they noticed local people lacked a broad understanding of the impact their actions had on their environment. So they teamed up with the Greenovate Foundation, whose Greenovate Environmental Challenge for Kids Outreach (GECKO) was established to offer free educational programs inspiring



kids to become environmental ambassadors to their communities.

The GECKO program consists of six modules over a six-month period, each one supported by individual projects in which participants find ways in their own homes, schools and surroundings to make small but consistent environmental improvements. "We attempt to go beyond traditional educational models and challenge young people to carry on the message of environmental responsibility not only to other generations at home, but also to future employers," explained Mihela Hladin, founder of Greenovate. "This creates further networking opportunities between local government, industry, academia and media toward improving current conditions."

The first of the six monthly modules will take place at Moganshan's middle school this month, funded by Naked's Grant and Delphine Horsfield, who generously asked their wedding guests' gifts to be a donation to the cause. Schools, companies,

families and individuals are all invited to clean up the mountain and raise funds to continue growing the program.

Pickers can either come for a day or overnight, with schools offered a one-hour talk on environmental footprints before the litter pick to put it into context for them. For the overnighters, there will be a chance to visit the local school and contribute to a new green corner they are developing, as well as see photos from the mid-February module, with all participants encouraged to match donations using sponsorship for their hard work.

"Manual labor in the mountains at the end of winter may not seem so appealing at first," admitted Naked's event organizer, Tori Widdowson. "However, it's the best time for us, while the slopes are bare, to get into the forest and clean it up. And the result will be clear and positive – hundreds of local children will benefit." // The Big Litter

Pick will take place March 2-8. To get involved contact Tori on 138 1789 8642 or tori@nakedretreats.cn