



Press Release
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Alastair Campbell at Ecobuild: 'We don't do green'

Alastair Campbell, New Labour's Director of Communications and Strategy until 2003, will share his views on why 'we don't do green' in the Arena at Ecobuild on 03 March 2009.

In a discussion chaired by Roger Harrabin, BBC Environment Analyst, Campbell will tackle the political, behavioural and marketing obstacles to our adopting a greener way of life, and explore the strategies that might just make us 'do green' after all.

Campbell joins a raft of high-profile speakers in the Arena at Ecobuild 2009, including Michael Portillo on behavioural change as the single most important factor in reducing global carbon emissions, and Germaine Greer stirring up debate by asking 'Do eco buildings have to be ugly?'

They will join John Beddington, Bjorn Lomborg, Dan Cruickshank, Tony Juniper, Sunand Prasad and more, participating in debates, interviews and keynotes covering design, politics, science, philosophy, art and the environment. Sessions will be hosted by the best in their field, including James Naughtie, Matthew Parris, Mark Lawson and Roger Harrabin.

The Arena is part of an extensive programme of events at Ecobuild which includes more than 100 free conference and seminar sessions (including the inaugural UKGBC conference), a dozen interactive attractions and an exhibition showcase featuring 800 suppliers of sustainable construction products and services including The Construction Centre.co.uk.

The event will attract in excess of 30,000 visitors to Earl's Court from 03 - 05 March 2009. For more information and to register for your free invitation go to www.ecobuild.co.uk Ecobuild runs from 3 - 5 March 2009 at London's Earls Court

Ends

Ecobuild is the world's biggest event dedicated to sustainable design, construction and the built environment.

Having started life in September 2004 as a small 'green building' conference at The Truman Brewery in London's Brick Lane, Ecobuild grew steadily year on year and moved - along with its sister event, Futurebuild - to London's Earls Court in 2006, where it has more than doubled in size and attendance every year since.

Ecobuild is organised by International Business Events (IBE) Limited, a small independently owned business based in London. IBE also organises the Futurebuild event which focuses on innovation in construction and takes place alongside Ecobuild every year.

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