

My Green Choices

www.mygreenchoices.co.za is a media outlet dedicated to driving sustainability mainstream. We strive to be a modern, practical site for green news, solutions and product information. We deal with issues that are important to those with an environmental conscience - organic food, travel, transport, home energy, climate change, green living, ethical product production & everything in between.

My Green Choices provides ideas, tips, and information to help you with purchasing decisions that will improve the environmental sustainability of every aspect of your life and reduce your impact on the earth. It also provides a practical directory that focuses on earth-friendly and organic products.

Support the environment by changing your preferences and behaviors, not by simply increasing consumerism. We hope to change the world one small choice at a time.

Focused on Sustainability

[Mygreenchoices.co.za](http://www.mygreenchoices.co.za) is a media asset of [alive2green cc](http://www.alive2green.co.za), a media company focused on advocating sustainability. We focus on issues that are important to those with a sense of environmental & social responsibility - organic food, climate change, ethical consumerism, sustainable lifestyles and environmental justice.

The role of the media in driving sustainability

Consumer demand has driven market forces in most sectors into direct conflict with the wellbeing of our natural resources. Appeal, price and convenience are the factors that have become pervasive in consumer choices and this has led to the exploitation of resources that do have a high dollar based price tag on them, such as energy, water, air, dump sites, and plant and animal species, and now these most basic resources that we all need to survive are under threat.

In the process of servicing our demand, a demand that does not place a high degree of value on our natural resources, supply chains and processes are often wasteful and harmful towards these resources.

Why did we create this unsustainable situation? We did it inadvertently. If we knew all the facts about everything we purchased and we were able to compare appeal, price, convenience and environmental impact, we would make the greener choices and the market forces would respond to this and adapt production accordingly.

This is the role of the media, of www.mygreenchoices.co.za & to provide some insight into the environmental impact of the consumer choices we make every day.

The business

As part of the market media companies are business and [Alive2green cc](http://www.alive2green.co.za) is no different. Our business model sees us earning a margin between income from sponsorships and advertising, and the costs of producing and publishing www.mygreenchoices.co.za.

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