



Media Launch

Recreation Room – Guardian General Insurance

EARTH DAY – April 22, 2010 9am

Agenda

- **Welcome and Thanks**
- **Introduction to the New FCT and Board**
- **Programme Areas**
- **Presentation of Student Memberships**
- **Q & A**
- **Vote of Appreciation**

Educate. Conserve. Protect.

The New Future Centre Trust



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The Logo

- Selected as the new 'face' for the Popular brand from the 1990's
- Footprint chosen for its reference to the 'Ecological Footprint' concept
- Colours of green and blue selected for reference to land and sea
- Tagline represents the FCT goals and objectives.

Visit us at www.futurecentretrust.org

The screenshot shows a Mozilla Firefox browser window displaying the Future Centre Trust website. The browser's address bar shows the URL <http://futurecentretrust.org/main/#>. The website's header features the Future Centre Trust logo with the tagline "Educate. Conserve. Protect." and a banner for "Stepping to a Greener Barbados" with an RSS feed icon. A navigation menu includes links for Home, About us, News, Programme Areas, Resource Centre, and Sponsors, along with a search bar. The main content area has a "Welcome to Future Centre Trust" section with a "READ MORE" button and a "FEATURED" section with the organization's logo. The footer contains three columns: "Conserve Water Now!" with a water conservation message, "Grassroots Community Video" with a video production update, and a Facebook social media link. A weather widget for Bridgetown, Barbados, shows a temperature of 88 °F (99 °F).

Future Centre Trust - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://futurecentretrust.org/main/#

Most Visited Getting Started Latest Headlines Conservation Educati... Add to Wish List Clean Up Barbados Da... BH Order History | B&H P... Future Centre Trust

Future Centre Trust

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Stepping to a Greener Barbados

Home About us News Programme Areas Resource Centre Sponsors Search here...

Welcome to Future Centre Trust

Our aim is to educate the people of Barbados, primarily young persons, of the importance of our holistic environment and its resources for our children, (more...)

READ MORE

future centre trust

Conserve Water Now!

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WATER CONSERVATION In these times of severe drought measures must be taken to reduce our water consumption (more...)

Grassroots Community Video

GRASSROOTS COMMUNITY VIDEO PRODUCTIONS

The Grassroots Community Video Production Centre now has its first twelve students trained in the basics of Participatory

facebook

Bridgetown, BARBADOS

88 °F (99 °F)

Done

What is the New FCT?

- *A sustainable development organization which is pursuing a mandate to serve as a catalyst in preserving Planet Earth and its resources for future generations.*
- **Key component is new energy of the people involved focused on the delivery of the programme and it's projects.**

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Until Now

- **History of the FCT dates back to 1994 SIDS conference with the sustainable development display headed by the late Dr Colin Hudson**
- **FCT until 2001, when Counterpart Caribbean was brought into being**
- **Counterpart Caribbean continued until 2009**
- **FCT was re-ignited with new Board, Marketing and Operations Committee in August 2009**

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2010 - 2013

- **Strategic Plan now available with full programme of action included**
- **Provides full overview to the FCT project areas**
- **Action Based initiatives designed to engage the public in a change of habit**
- **Encourage the development of partnership opportunities for the benefit of all involved**

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Programme Areas Include:

- **Events**
- **School and Community Education Outreach**
- **Mobile Learning Centre**
- **Website | Social Media | Direct email**
- **Project Development and Coordination including
Green Business Programme**
- **Resource Centre**

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Projects Under the Programme Include



- ✓ Luk and Bri Primary School Education
- ✓ Community Recycling Barbados
- ✓ Community Outreach
- ✓ Hudson Community Garden
- ✓ Mobile Learning Centre



- **Events**
 - Clean Up Barbados | No Plastic Bag Day | Environment Month films | Major Fund Raiser
- **School and Community Outreach**
 - Luk and Bri
 - *Friends in times of Changing Climates* - Primary School Learning Tools
 - Community presentations
- **Mobile Learning Centre**
 - Delivering on site school and event education

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- **Website | Social Media | Direct eMail**
 - www.futurecentrustrust.org ;
 - www.cleanupbarbados.org;
 - www.thefuturetrees.com
 - Facebook – The Future Centre Trust
 - Direct eMail to members
- **Resource Centre**
 - Relocated to Little Edgehill, St Thomas
 - Office based resource centre with the focus is now more on outreach in the community

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- **Project Development and Coordination**
 - Includes project funding from international agencies such as:
 - Global Environmental Facility funded Grassroots Community Video Productions;
 - British High Commission and Paloma Charitable Trust funded Luk and Bri Primary School Programme;
 - Application to the Coca-Cola International funded Community Recycling Programme (based on TD Bank Pilot Project).
 - Locally funded and sourced programmes include:
 - Green Business Barbados
 - The Future Trees
 - Hudson Organic Community Garden

Currently Implemented Projects

- **Green Business Programme**
 - Locally developed green business standards with approved companies listed on www.businessbarbados.com Green Page
- **No Plastic Bag Day**
 - Launch of a non partisan across the board reusable shopping bag programme on May 8 and continuing
- **Launch of Clean Up Barbados 2010**

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Partnerships

- **Partnerships are now being invited from both Corporate Barbados, and individuals to assist in the implementation of the FCT Programme.**
- **Corporate Barbados can join the long list of organisations already recognising the affiliation with a respected ‘forward thinking’ active Environmental NGO. These include:**
 - Barbados Light and Power Co
 - Recycling Preparation Inc
 - TD Bank Financial Group
 - Virgo Communications

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Corporate Partners Include:



RBC Bank®



Partnerships Cont...

- **Individuals can choose to participate in our events, choose to be a part of our presentation team moving forward and word of mouth marketing of environmental issues in Barbados and globally.**
- **Our tourism based economy must have a team of people and businesses to share the efforts being taken in Barbados to achieve the ‘Green Economy’.**

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Volunteer Contributions Include

- **Board Directors**
- **Marketing and Operations Committee Members**
- **Event Volunteers**
- **Project Development Contributors**
- **In-kind Contributions from Small Business People**

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Partnership Wishlist

- **Increased Corporate Barbados partnerships to specific programme areas;**
- **Contributions to the FCT Operations Budget;**
- **Increased involvement from individuals to environmental activities and conservation in general;**
- **Increased support to our initiatives from all areas of Government.**

Presentation of Student Memberships

- **Thanks to UWI Open Campus – Marketing and Public Relations Students**

- Melissa Bohne
- Israel Mallett
- Roslyn Watson
- Ravi Shankar

for their creation of an effective Supplementary Public Relations Proposal as their course project

- **For their interest and time, we present honorary memberships to the New FCT.**



future

Q & A

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trust

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Vote of Appreciation

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