



*A sustainable bus to create a sustainable community !*

## Who ?

For many years Earth Focus Foundation has helped youth voice their concerns about sustainability. Now, we want to spread the word throughout society thanks to many projects: The Sustainabus, the Centre Objectif Terre, Green maps, and the Sustainability World portal. For more information, visit our Earth Focus website: [www.earthfocus.org](http://www.earthfocus.org)

## Why ?

We believe that it is through the collective impact of each individual that we can spread long lasting well-being at a global level. The bus will serve as a vector to not only spread awareness of our responsibilities, but also show the value of acting for the well-being of oneself and those all around us.



## What ?

The Sustainabus is a mobile sustainability model. It will travel around the greater Geneva region filled with changing displays covering the different themes of sustainable development. It will help people understand sustainability, give visibility to local associations, and create action for a better world.

## How ?

We will bring an event to the schools or communities that we visit, with music, games, activities, and local products to sell. Whilst people enjoy the event, we will discuss a given theme of sustainability with them, and suggest ways of acting individually or in one's community. Share what you accomplish on our network!

## *What is sustainability?*

Sustainability isn't only about the environment. It's the blueprints for a new society that will promote lasting well-being for everyone and everything on the planet. Therefore, it not only takes into account the environment, but also stable economic growth, and social collaboration on a global scale. For these three pillars to work in harmony, new economic, societal, and political paradigms need to evolve. The path to get there is long, and it all starts with you.



## *The Action Network*

A big part of the Sustainabus project is creating change. Raising awareness is not enough, that is why we value individual or community-wide action. Discuss what you can do to create change during one of our events, take action, and share your success with the Sustainabus network! Once we are up and running we want to create a social network dedicated to sustainable action where you can compete with friends, and prove that collectively we can make a difference.

## *What will we display?*

Water, air, & soil pollution; desertification; industrial agriculture; energy; urban pollution; waste; biosphere degradation; and climate change are just a few topics that we will discuss when displaying themes linked to environmental protection

Well-being & happiness, human rights, new social paradigms, solidarity, care, tolerance, and issues such as child labour, refugee crises, xenophobia, sexism, and even political stability will be discussed when displaying themes linked to social cohesion

We will highlight some of the undesirable outcomes of the present economic and financial systems and related business practices, such as income gaps, overexploitation of resources and more. Alternatives, such as post-capitalism, local & collaborative economy, courageous leadership will be discussed when displaying themes linked to sustainable economic growth.

## *Join the movement!*

As you can see we are a small team and the project is still getting going. If you want to see how far we are from launching or if you have any questions for us, please visit our Sustainabus website and use the contact form.

We are interested in anybody who wishes to help redecorate or drive the bus, as well as participate and lead our events.

The bus will be available for any association who wishes to display in the bus, providing its activities are related to sustainability. Contact us for a potential partnership.

If you are a school or village around the greater Geneva region feel free to contact us to set up an event!

We are still looking for funding, any contribution is extremely welcome.

Join our community and share your actions!

*[www.sustainabus.ch](http://www.sustainabus.ch)*  
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