

# LiveSmart Community Heroes

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## EDUCATION IS KEY TO CHANGE



Joyce Rostron – LiveSmart Community  
Hero of the week

**C**hange always begins in the form of a single person looking around and asking: What can I do? Long-time Burnaby resident Joyce Rostron helps people discover the answer to that question.

Rostron and her sister Doreen Dewell of Surrey founded the Green Ideas Network in 2006. The non-profit organization's goal is to help people make informed choices to enhance sustainability,

and to encourage environmental citizenship.

"Instead of focusing on the problems, we teach people how to be part of the solution," she says.

That includes providing programs and education on environmental issues to organizations and businesses around the Lower Mainland, with projects as diverse as annual environmental film festivals in Burnaby and Surrey, Earth Day challenges in Burnaby, a series of discussions at Kwantlen, and hosting educational displays and offering resource materials at community events.

Rostron and Dewell, who are the vice-president and president of the Network respectively, decided to start the Network after many long talks about the state of the environment, says Rostron.

"We felt we needed to inform and educate the public on why and how to lighten our ecological footprint here in Canada," she says.

Rostron recalls first becoming concerned with environmental issues when the hole in the ozone layer was discovered.

"That was major for me, as a young mother of two," she says, recalling the helpless feeling she had listening to the news. Once she started to learn more about the impact of people's lifestyles on the planet, she says, it was impossible to ignore.

"From then on, I began my own awareness campaign."

Rostron received a Local Hero award from the City of Burnaby in 2000 for her work as a volunteer with a local community school, and for leading a naturalization project on the school grounds.

To find out more about the Green Ideas Network, see [www.greenideasnetwork.org](http://www.greenideasnetwork.org)

Learn how at [www.LiveSmartBC.ca](http://www.LiveSmartBC.ca)

