

January 17<sup>th</sup>, 2007.

Outline green concept for an alternative attraction to the supercasino at the Greenwich Dome, which I have called the the SuperGreen0.

I have sent it to various Ministers across Government.

Given AEG abandoned the ecological reedbed drainage around the Dome late last year, a group of us founded SELAC - South and East London against the Casino - a cross party, issue-led campaign, not rooted in any one political camp.

I am looking for support and suggestions to enhance this idea, and get it out into the public domain.

**Re: Creating one world:- bridging the environment world and the entertainment world.**

**An outline concept for an alternative "green" attraction at the Greenwich Dome/02 instead of a supercasino.**

#### My Background

I am an institutional adviser, having spent nearly 15 years advising the European Commission in both EU headquarters in Brussels and in the former Soviet Union and Serbia. As the first environmental task manager in the EC within the External Relations Directorate looking at the former Soviet Union, some of my previous accomplishments include conceiving of, and implementing, a series of internationally-supported multi-country Regional Environmental Centres in the Caucasus, Central Asia, Russia and Moldova. I also succeeded in bringing together the World Bank, United Nations, and European Commission to collaborate in supporting an environmental programme for the Caspian Sea countries. I also conceived and launched the first ever environmental awareness raising programme for the former Soviet Union too. I have been based in Greenwich since 1988, and as both a keen cyclist and resident championed the creation of an environmentally-friendly Millennium village, and Dome. Given this background, perhaps it is not surprising I have developed this alternative green concept for the Greenwich Dome.

#### The Concept

AEG wants to set up a supercasino at Greenwich, but that is really rather 20th Century. I have an altogether better, 21st century, pan-global idea - a new and much better game in town - the SuperGreen0.

What London, the UK, and the world needs is a compelling centre to entertain, educate, and inspire people to go "green". The thrust of this letter to you, now, is that I have crafted a proposal for a "green" alternative to the supercasino, and would appreciate some serious thought on this by both your office and the Casino Advisory Panel. I believe that the Greenwich 02 could offer a compelling alternative to a supercasino. For the time being I call this a "SuperGreen0" I have recently helped to form SELAC - South and Eastern London against the Casino - for which we have created a petition at the no.10 website.

<http://petitions.pm.gov.uk/NOsupercasino/> and have now reached over 108 signatures.

If Greenwich does not win the Supercasino licence, there is 8% of the customer area of the Dome remaining unutilised (thought to be equivalent to an area of nearly 5 football pitches). A mesmerizing green centre with the support of celebrities would complement well the entertainment focus of the O2, and encourage the further linking of celebrity culture to one of taking care of our planet.

Whereas a Supercasino represents degeneration rather than regeneration - for every pound that benefits the community, three pounds of national or local taxes will have to be spent on remedying the negative effects - a SuperGreen0 attracts people for the entertainments being offered at the O2, entices those wanting to save the planet, and acts as a long term, sustainable legacy for the regeneration of the Greenwich peninsula. With celebrity involvement, the total benefit is greater than the sum of the two parts making it and cool and green,

The SuperGreen0 would promote a zero carbon, environmentally-friendly, sustainable world to all who visit the O2. Whilst the Dome can apparently be seen from space, it is seen by millions of passengers flying into Heathrow, and from London City Airport, all of whom could be inspired to go green by an appropriate message there to them. The roof of the O2 could eventually be enhanced with a combination of solar panels and wind turbines.

The SuperGreen0 would be inspired by all we have learnt from the Eden Project, the Centre for Alternative Technology (Wales), and other projects around the world, would showcase "One Planet Living" and the latest green technology from around the world. It would provide enjoyable, practical steps to show every visitor to the O2 how they can be part of greening the planet, have fun reducing their carbon footprint and going green, have fun learning about all this, and then continue to have fun elsewhere in the O2/Dome.

The SuperGreen0 would offer a multitude of spaces and uses... perhaps including renewably powered IT (offering computer games, and challenges relating to leadership and the global environment for schools, universities, and all visitors); a green shop exhibiting sustainably powered machines and devices, zero carbon cars, bicycle operated washing machines, wind powered laptop recharging, and at an informative level, providing hands on, personal guidance to create personalised checklists, goals, and plans to go green, reduce footprints, and change lifestyles. Other ideas could be a Green TV show, a Reality TV - who is the greenest celebrity? - Big Green Brother, etc.

It would benefit from sponsorship and support from green businesses such as Abel & Cole, B&Q, Climate Care, M&S, Planet Organic, Virgin, a green bank, etc, all of which could sell their products at the exit of the supergreeno, rather like in the departures terminal of an airport. Visitors could go away laden, or have their green goodies delivered by a carbon free delivery company via Domobiles, or Domobikes.

Thus will London show the way to the rest of the world, in accelerating the change towards a zero carbon, green economy, marrying environment and entertainment more convincingly. This could be the beacon of hope and positive action the world needs right now.

I believe that working together we can convince everyone that the Dome/02 is an icon deserving a compelling Save The Planet dimension, that will regenerate and inspire more than a supercasino could ever do.