

ENVIRONMENTAL APPROACH

We are a positive, environmental educational publication.

- Our priority is to promote the environment. Social, cultural and political views are not our emphasis.
- Our sustainability education goal is achieved by working with all sectors of the community, government and business. We aim to have broad appeal, including in depth, well researched and credible articles written by experts.
- Success stories inspire and encourage others to take an environmental idea and implement change.
- Our community participation goal is achieved by including community based education activities and events that bring environmental initiatives to the forefront.
- We are not affiliated with any particular point of view.
- We are apolitical. Any political views will be incidental to a submitted article. We try not to mention political parties.
- We highlight issues not people. Press release-style pieces with blocks of quotes from notable representatives are not our style. Photos are to be of the topic and not the people involved in an office setting. We prefer environmental photos not suits and handshakes.
- We do not include spiritual content. The paper is about the environment and remains mainstream without spiritual, new age, religious points of view or content.
- Unsubstantiated claims, for example about health or science, will not be published.
- We emphasise the current state of the environment, that is the present and the recent past. We do not refer to histories, ages past nor centuries into the future. We make connection with people now. References to the last 100 years are difficult for readers to relate to, and ice ages past more so. We leave this for the more in-depth journals and publications.
- Articles must highlight the environmental initiative and not the business. More than two or three mentions of a department or organisation gives the wrong emphasis.
- We support environmental movements and their programs and initiatives as much as we can. However, there are thousands of groups and we must try to give equal representation as much as possible. No one organisation should be unfairly over represented.
- We do not provide free publicity to government and businesses but encourage all sectors to work for the benefit of the environment. Hence our triple bottom line: *Community Conservation and Commerce*.
- We started as a company deliberately, to show the importance of the green economy as the long term future of the environment. At present, we are trying to retain that status rather than be a NFP.
- *Eco Voice* does not receive any government funding and is keen to gain sponsorship and support of its activities in sustainability education.
- The publisher (Ecoway Pty Ltd) at all times reserve all rights, and approves or vetoes any content as it sees fit.