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Meet the Eco concierge

Kirsten Jack - the ultimate green lifestyle guru

Eco Concierge - it does what it says on the tin.

It's a hands on, lifestyle management service for people who want to be greener but don't have the time or know-how to make the change. We spoke to Kirsten Jack, founder of Eco Concierge, to find out just how she can help us.

Hello Kirsten, tell us a little about yourself.

Well, I'm a mum to the lovely Leo, who is 18 months. I use my canoe, that sits on the river in my back garden, as a form of ultra-low carbon transport and recreation, and my dream purchases would be a green roof and solar panels.

The Eco Concierge is such a great name where did you come up with the idea and concept?

Thanks! It was a working title for a while until I realised that it brought to mind all the things I wanted to say. The concierge element made me think of a hotel concierge who is incredibly helpful and has loads of cool local knowledge whilst being very discreet and non-judging.

The research I did in setting up the business told me that four out of five people want to be greener, but only one in five are living those values right now. For the other three, a combination of being really busy and not being quite sure what to do holds them back. So it seemed that a service that offers helpful advice and solutions to fit your lifestyle was something people would value.

How long in the planning was Eco Concierge?

I came up with the idea 18 months ago, when I was uber-pregnant, and sitting down a lot! I started thinking it through and developing it into a business during 2008, fitting around bringing up Leo. Eco Concierge has been trading since January this year, already helping individuals and businesses to find their own green journey.

Developing the business to where it is now has been really helped by winning two new business awards - one from Learning House, which was a four month training and mentoring programme in 2008, and one from LEAD which I've just been lucky enough to win and am very excited about. As part of the programme, I'll be part of a network of 2000 'global sustainability leaders of the future' who will hopefully find innovative and sustainable solutions for the future.



Kirsten Jack

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<http://www.daisygreenmagazine.co.uk/green-room/interviews/introducing-kirsten-jack/>

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Interview:

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If a person could change just one thing to make their lives 'greener' what would you suggest for these budgets:

- £5** Finding the right green energy tariff. They can cost the same as conventional energy, and it's one of the highest impact easy-to-do actions you can take.
- £10** If you're like me and do enjoy eating meat, buy yourself a great quality organic serving of meat just once a week. Eat it in style and set yourself the target of eating veggie the other six days to really savour it.
- £25** Attend a traditional skills training course, like sewing or plate decorating and getmaking and mending.
- £50** An allotment rent for a year. We love ours - we've joined forces with friends to enjoy a thermos of coffee or a self-satisfied beer whilst admiring the fruits of our labour!
- £100** Buy a 'service' gift for someone special this year - I bought my mate an olive tree that lives in Italy as a wedding present. She and hubby can visit it and receive the harvest from it including oil and lovely soaps.
- £1000** Find a holiday that feels totally exciting and exotic holiday closer to home this year - get creative and there are some great luxury options out there. Or, invest the money ethically and see your money doing good for others.

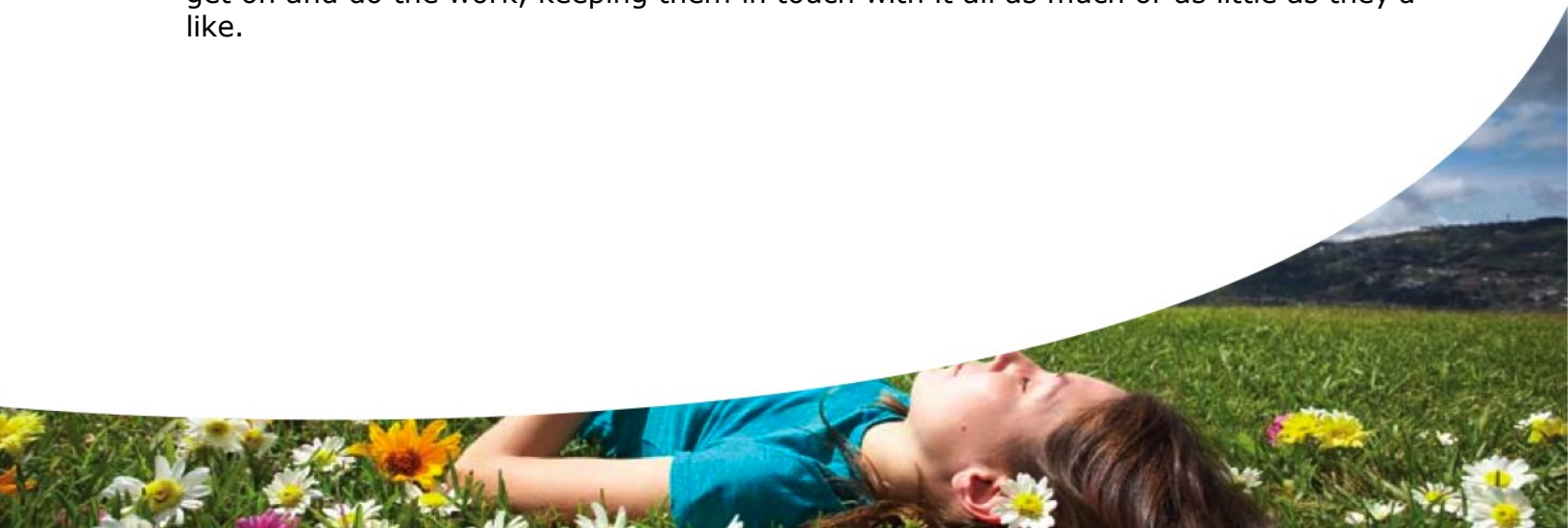
Tell us a little about the different levels of service that Eco Concierge offer.

There are three main services, and everyone is offered a free quote and a starter pack with freebies and discounts specifically relevant to them. The Quick Fix service is a 'lifestyle overhaul' and costs £199. A bespoke solution that offers lifestyle greening in a number of key areas of their life and shows the total money and planets they save as a result.

The One Planet Living service is a monthly drop in support service to help busy people at busy points in their year, for £25 a month. This could include for example helping to organise a child's birthday party, helping with ethical investment decisions or booking a summer holiday.

Conscious Living is a service for busy people who know what they want and simply need support to make it happen. It may be a low impact home renovation, a gift for a busy person, or help to make your garden a wildlife haven. The service is charged on an hourly rate of £35, with reductions for longer jobs.

The initial free consultation is typically a 20-30 minute phone call. A longer getting to know you meeting is normally the next step, where we build an understanding of the individual's needs and interests and create an exciting action plan for them. Then, we get on and do the work, keeping them in touch with it all as much or as little as they'd like.





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What do you love most about your job?

It's a little hard to pin down exactly, but I love helping people to make changes in their lives that benefit them as well as reducing their footprint. Right now I am supporting a client in a new car purchase. I'm showing them what the green options are for their needs and organising everything so that it feels like a hassle free but well-informed purchase. That they have a great experience and have considered a greener option is a job well done and well rewarded for me.

We hear you've played rugby for years. How was your last game?

I am going to really miss rugby! I have been playing for ten years now and have so many fantastic memories and friendships as a result. My last game was for Reading RFC, against Ealing, who we beat 71-0. It was great to go out on a high and score my last ever try.

At Daisy Green Magazine we're on a mission to find good ethical pants. Do you know where we can get them?

It's got to be Pants for Poverty and I'd probably get them from RISC on London Street in Reading, which is round the corner from where I live. I do also scan Adili wistfully a lot and have an as yet un-fulfilled promise to myself to stock up on some Ciel clothing as I think their style is lovely - feminine but unfussy.

If you had to choose a green god or goddess to feature in our mag who would it be and why?

I'd love to meet **Kresse Wesling**, so she's the first one that springs to mind. She's clearly a one-woman factory of great eco-entrepreneurial ideas and has fantastic execution - she's set an aspirational level of ambition for me.

But I see incredible value in behind the scenes people as well - people working in tough sceptical environments that can still make sustainability count. In a previous role I worked as a corporate responsibility manager at BAA. One of the main reasons I joined BAA was because **Mike Clasper** was CEO and he had won a CBE for services to the environment. I thought 'I've got to see this in action' and I wasn't disappointed, though sadly our time at BAA didn't overlap much.

To find out more, contact Kirsten at [Eco Concierge](#)

