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Startup Interview: Eco Concierge Helps to Make Lives Greener

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kirsten jack

Sustainability specialist and lifestyle manager, Kirsten Jack, has set up and launched **ECOCONCIERGE**. Recently she has been awarded a place on the LEAD sustainability 2009 programme.

1. How did you come up with the idea of your start-up?

I came up with the idea because I noticed that a lot of people are very well intentioned, but also very busy and don't always know where to start when it comes to making their lives greener.

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WHAT IS THE NEXT WOMEN?

The Next Women is the first award-winning online Women Business Magazine and networking forum with a focus on startups and growing businesses led, founded or invested in by women.

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Simone Brummelhuis is VP Europe of [Astia.org](#), the premier entrepreneur programme for high-growth women-led companies. She is

