

RADIO INTERVIEW – CARBON ZERO – RM9 RADIO

ENGLISH TRANSCRIPT

INTRODUCTION

RM9: In a moment we will listen (exclusively for RM9 Radio) to an original song called “Letter to the World”. The singer is Alize Reed. She is 10 years old. The song is all about the environment and was written specially for Alize. Her mother Joanne Reed will introduce herself and talk to us about the song.

QUESTION 1

RM9: Hi Joanne. Can you briefly introduce yourself and also talk to us about how the song “Letter to the World” came about.

JR: Hello. I am from Reunion Island. All my family still live there in Le Port. I am an In-House lawyer working for a construction company in Seoul (South Korea). I am married to an English man (which explains my surname), I am the mother of 2 daughters (Maya who is 13 years old) and Alize (who is 10); I am also in my free time an entrepreneur.

I invented a new product the “PicknBin Kit” which is an easy to carry wallet with on one side biodegradable bags and on the other side wipes; a useful kit to carry around when you are travelling (by car, bus or plane) we always have those moments where wished we had handy a plastic bag for trash and also wipes to wipes our hands. There are many possible usages for PicknBin. The idea is to leave up to the customer to find the best usage for his/her own use.

QUESTION 2

RM9: Joanne can you tell us a bit more about the song “Letter to the World” and how Alize got to sing the song?

JR: Alize has always been (from a very young age) interested in music. The musical side of my business came a bit by chance but at the same time completely naturally. For me, music has an international language and goes beyond borders and languages. Music touches people personally and emotionally and people can relate to it. Slowly I came to the conclusion that if I have an important message I would like to spread the best way to go about it would be via an original song.

QUESTION 3

RM9: What is the message of the song ?

JR : The message of the song is that we all have a responsibility towards our environment and it belongs to each one of us to do a minimum.

Nowadays people are conscious about the fact that normal plastic bags do not biodegrade very easily and are bad for the environment.

The starting point should be that we could not realistically envisage to completely eliminate all plastic bags because they are useful. The idea that I am trying to promote through my business is that we have to use biodegradable plastics bags made from natural material such as corn starch.

In addition I realized that a lot of people are genuinely interested in environmental matters and need a platform to discuss and exchange ideas; through my website www.picknbin.com and my Facebook page I give them the opportunity to express themselves on this subject. So people can interact with us and can leave comments on my Facebook page.

QUESTION 4

RM9: Using plastic bags is not very good for the environment, what is your opinion on this?

JR: Normal plastic bags do create horrendous pollution. The idea is to replace normal plastic bags with biodegradable plastic bags made from natural materials.

To give a concrete example, every single person who lives in France uses on average 90 bags per year. Normal plastic bags take between 100 to 400 years to degrade, whilst biodegradable bags takes between 3 to 6 months to degrade. When those bags degrade they release Carbon Dioxyde but this CO₂ which is released is coming from natural materials so the effect on the environment is virtually carbon zero!

This is a very current subject, very recently the French Minister of Environment Mrs Segolene Royal announced the adoption of a new law which will prohibit effective from 1 January 2016 all single used plastic bags in shops; however this prohibition does not apply to biodegradable and compostable bags made from natural materials.

It seems to me that Mme Segolene Royal and myself are in tune on this subject.

MUSICAL INTERLUDE

Without further ado let's now listen to the song "Letter to the World" interpreted by Alize Reed who is only 10 years old.

RM9: Alize is next to you. Would she like to say a few words to our listeners?

Alize: Hello it's Alize. I hope you would like my song. I like Reunion Island. There is a lot of things to do. I would like to say hello to all my family in Reunion. Thank you & good bye.

RM9: Thank you Alize for this sweet message.

QUESTION 5

RM9: Joanne can you tell us a bit more about the draw that you are organizing?

JR: Sure. People can listen to the song free of charge when they visit my website: www.picknbin.com. If they like the song they can download it for \$1 and participate at the same time to a draw for a musical instrument by giving us the name of their school or church. As soon as we will reach 2000 downloads I will organize a draw and will send a musical instrument to the winner.

Alize has started a fan club (4 countries are represents: South Korea, Okinawa, Reunion and USA. People can send us photos of their country if they want and if their photo makes it to our photo library they will receive free samples of PicknBin Kit.

QUESTION 6

RM9: To finish have you got a final message for our listeners?

JR: My aim is to motivate and inspire people. My message: keep pushing yourself to go further and further- explore new opportunities – your destiny is in your hands – make it the best story you possibly can – but this requires effort.

Through my story and through the song "Letter to the World" I am trying to spread an important message and I hope that people are listening. I am trying to create a movement. When you do that kind of things there is always going to be some resistance but I hope I will manage to break the ice and create a snow ball effect.

CONCLUSION

RM9: Thank you Joanne for this introduction of the song "letter to the World"

JR: Thank you for giving me the opportunity to participate in your program "Carbon Zero" and I would like to take this opportunity if you allow me to say hello to all my family in Reunion I hope they are listening. Thank you very much and good day to all.