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**Web 2.0 provides a 'Guiding hand through the Green Maze' for business**

Brisbane, Australia – June 01, 2009 – 'Green' training and information services are about to improve with a new information system designed to assist businesses to cut through the 'green maze'. FWR Group Pty. Ltd. today announced the official release of Ecolect, one of the world's first virtual classrooms designed specifically for the growing 'green' business sector. Ecolect has been designed to make it easy and fun to provide eLearning, eTraining, and eMarketing for sustainability-aligned products and services.

Ecolect has already been commissioned by Ecospecifier, Australasia's leading eco-preferred materials specifier and consulting company, to release training resources, webinars, podcasts, and eLearning programs to their international market of clients and partners. "We believe this is a great way to help accelerate sustainable building and product development practices and we can be there with you every step of the way" (Ecospecifier, Media Release, April 2009). Ecolect is also being used by niche energy, water and resource efficiency companies, State Government, and national businesses.

Ecolect provides eLearning, eTraining, eMarketing and content publishing systems designed for quickly creating and implementing highly interactive Online Live, Online Anytime, and On Location education and training courses and programs.

Ecolect is based on the emerging concepts of Sustainability 2.0., the concept of applying Web/Enterprise 2.0, Information Management and Open Source concepts in an attempt to accelerate sustainable development. The goal of Sustainability 2.0 is to provide a model for collaboration, governance, innovation, and education for sustainable development. Ecolect is designed as a vehicle for achieving these goals. Other elearning services, in conjunction with ecolect, will be coming online soon – including more free learning opportunities as well as fee for service packages that will save professionals and companies considerable money in the long term getting up to speed with the latest knowledge in relation to, for example, green building design and green product development.

Industry users will be able to conduct their ongoing learning development either at their own pace or in real time with online classroom experiences such as Ecolect's webinar options. "Businesses can quickly expand their knowledge in the company of our team of green business, building design and green product specialists - an option that is vital for project teams embarking on a green business or building project – where practice and fast learning are critical and required simultaneously to meet benchmark outcomes", says Mike Duggan, FWR Group Managing Director.

Virtual Classrooms are kinder on the environment, reducing the need for people to travel to a central location for every workshop and eliminating the waste generation of paper, plastic cups and full garbage bags that are a feature of typical workshops and training events. elearning opportunities also reach more people – by affecting a critical mass of people in one session. This achieves faster results for the environment and human health and also increases the knowledge pool in businesses more rapidly.

**END MEDIA RELEASE**

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Ecolect is the result of research and development that commenced in January 2008 and culminated in the completion of a Beta-testing phase in April 2009. Ecolect brings together the best in digital communications and eLearning/eTraining options, providing streamlined and cost-effective education for sustainability to users on an international stage.

#### Useful Resources

[www.ecospecifier.org](http://www.ecospecifier.org)

[www.ecolect.com.au](http://www.ecolect.com.au)

[www.fwrgroup.com.au](http://www.fwrgroup.com.au)

<http://www.slideshare.net/sean.mcclowry/sustainable-development-20>

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