

## Sustainable Enlightenment

Written by Pamela Doherty

Monday, 21 June 2010 22:51 - Last Updated Monday, 21 June 2010 22:57

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“Every person can make a difference in preserving and improving the health of our planet,” said Gina Murphy-Darling, the founder and principal of Mrs. Green’s World. “I know the idea can be overwhelming for people and for businesses – but I’m convinced that small steps can change the world.”

Mrs. Green’s World began two years ago when Murphy-Darling created the role of Mrs. Green and launched a radio talk show on KNST in Tucson. Her venture is dedicated to promoting environmental awareness and positive action, serving both individuals and businesses.

“Savvy business people understand that sustainability is not a fad,” she said. “Embracing the concept actually makes good economic sense.”

Murphy-Darling uses her radio broadcast, website and growing social media network to educate people about issues related to sustainability and tactics for meeting society’s current need for resources – without compromising the future generation’s ability to do the same.

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She aims to increase understanding of global environment issues, frequently interviewing pioneers in sustainability research, technology and innovation.

“Most people in our community don’t realize that some of the world’s leading minds on sustainability are working right here in Southern Arizona. We are home to authorities on water issues, bio fuels, arid lands, rainforests, solar power and more,” Murphy-Darling said.

Sustainable business strategies have the potential to yield what is known in community accounting circles as the “triple bottom line.” Practicing sustainability has the potential to increase a company’s profitability, provide social value and protect the environment, she explained.

In addition to offering content for individuals and families on how to “live green,” Mrs. Green’s World is a resource for businesses looking to make advancements in areas such as fuel efficiency, waste reduction and recycling, energy savings and information systems.

“Sustainability is not coming to us in the future. It’s here now,” she said.

Mrs. Green’s World is underwritten by corporate sponsorships. Four staff members help Murphy-Darling meet the rapidly increasing demand for her subject matter, perspectives and expertise. Mrs. Green’s World comes to life through a website, blog and e-newsletter, plus a presence on Facebook, Twitter and YouTube.

“Being in this constant state of discovery is very exciting,” she said. “I mean, aren’t you curious to know whether we will be fueling our cars with algae one day?”

Looking ahead, Murphy-Darling would like to set her sights hosting a nationally syndicated talk show. “I want to engage even more people in important conversations and create opportunity for civil dialog around sustainability.”

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Murphy-Darling said her passion for preserving the planet has been a slow, progressive awakening. It started a few years ago when she attended a conference on the importance of preserving rainforests. That's when she became motivated to educate those she deems as "mainstream" people like herself about what "green" really means.

Yet the seeds of awareness were planted in her as a child. She recalls that her mother washed and re-used aluminum foil, recycled the same wrapping paper for years at a time and encouraged her children to conserve water, though the household was supplied by a plentiful well.

"My mother and father raised us to be conscientious consumers and mindful of resources – even before there was a name for it," Murphy-Darling said.

Before launching Mrs. Green's World, Murphy-Darling held leadership positions in both the private and public sectors. She's lived in Tucson for more than 35 years and been an active volunteer for Angel Charity for Children, the Tucson Sunrise Rotary and other organizations.

"Gina has done a great job bridging the gap between the suburban mini-van drivers and the 'granola' types," said Bruce Plenk, Solar Energy Coordinator for the City of Tucson. "The guests on her radio show represent a broad spectrum of green activities and the story of her own transformation to awareness has moved a lot of people to take similar actions."

Mrs. Green's World

(520) 481-7691

[www.mrsgreensworld.com](http://www.mrsgreensworld.com)

Mrs. Green Goes Mainstream

Saturdays from 12 to 1 p.m.

on 790 KNST