

## World Sustainability Summit Keeps us Treading Water. Errr, Fossil Fuels.

Ten years after world leaders addressed global environmental problems in Rio de Janeiro; representatives reassembled in Johannesburg, South Africa to develop plans for protecting the environment. At the end of the summit, it was clear that although some achievements had been made, those accomplishments are a drop in the bucket and the U.S. continues to hinder progress in achieving sustainability.

The Summit, attended by 100 governmental leaders, agreed to:

- Halve the proportion of people without access to basic sanitation by 2015
- Use and produce chemicals by 2020 in ways that do not lead to significant adverse effects on human health and the environment
- Maintain and restore depleted fish stocks to levels that can produce the maximum yield on an urgent basis where possible by 2015
- Achieve by 2010 a significant reduction to the current rate of loss of biological diversity

While the European Union pushed for targets on wind and solar energy, the U.S. and other countries rejected it forcing the EU to form a coalition, outside of the summit, of likeminded countries who will make commitments to increasing renewable energy. The text of the final agreement includes a commitment to “urgently” increase the use of renewable energy sources, but accepts the cleaner use of fossil fuels, giving countries like the U.S. a way to avoid significantly increasing their use of renewable energy sources.

Perhaps the greatest achievement of the summit was the participation of so many different parties who formed partnerships that will make implementation of agreements more realistic. Jonathan Lash, World Resources Institute President, stated, “This Summit will be remembered not for the treaties, the commitments, or the declarations it produced, but for the first stirrings of a new way of governing the global commons—the beginnings of a shift from the stiff formal way of traditional diplomacy to the jazzier dance of improvisational solution-oriented partnerships that may include non-government organizations, willing governments, and other stakeholders.”

For more information on the UN World Summit on Sustainable Development, visit [www.Johannesburgsummit.org](http://www.Johannesburgsummit.org). **E**

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# Make Resolutions that will Make a Real Impact



Earthday Resources for Living Green now houses the program of Earth Day 2000. We are expanding to provide you with even more resources for sustainable living, and evolving to operate entirely from the internet. Visit

[www.earthdayresources.org](http://www.earthdayresources.org) to see the changes and get more from your organization for green living. Members receive Earth Tips four times per year. For membership information, call us at Earthday Resources.

### Correspondence

We are interested in your questions, comments and suggestions for future topics to be covered in Earth Tips. Please address all correspondence, as well as address changes to:

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It is that time of year again; time to look back and reflect on the past year and think about ways to improve in this upcoming year. In addition to the usual fitness goals, why not take some time to set some goals for more sustainable living?

Residents of the United States require 3 times more land than the rest of the world to provide the goods and services we demand. We would require an additional 3 planets if everyone in the world lived like Americans. Below are some concrete things you can do to reduce your impact along with steps to take to help you set goals. You may also visit our web site at [www.earthdayresources.org](http://www.earthdayresources.org), where you can figure out your environmental footprint and print a chart to help you reach your goals.

## STEPS TO SUSTAINABLE LIVING

- Buy locally produced certified organic food. Choosing local foods reduces air pollution caused by transporting food to market. Certified organic foods are grown without dangerous chemical pesticides and genetically engineered ingredients, which means less toxic chemicals in our environment.
- Become a vegetarian. Meat production requires vast amounts of grain, land, and water. It causes air and water pollution. If you cannot commit to vegetarianism, reduce the amount of meat you eat each week.
- Reduce the miles you travel by car and planes. Fewer miles means less gasoline burned, which will cut smog, soot, and carbon dioxide pollution.
- Choose clean energy. Talk to your energy supplier about purchasing wind and solar power. You can also take steps to move off of the grid. Read our article on page 3 about converting your home to wind and solar power.
- Purchase the most energy efficient appliances. The EPA Energy Star Program labels products meeting government standards for energy efficiency. Be sure to compare labels and find the most efficient

model possible.



- Choose the most fuel-efficient car possible or trade your car in for an electric car.
- Walk, bike, or take public transportation to work.
- Install low flow shower heads and toilets.
- Recycle and buy recycled. Recycling only works when you buy back recycled products. Be sure to purchase paper that consists of 100% post consumer recycled content.
- Reduce your waste. The average American throws away more than four pounds of trash per day, polluting our land and water. Buy only what you need, buy in bulk, and buy products with little or no packaging.

Footprint Category	Your Current Rates	Your Goal	Suggested Actions
<b>Food</b> Meat consumption in pounds per week			
<b>Housing</b>			
<b>Motor Vehicle Transportation</b> Amount of miles you drive weekly Number of cars your household owns			
<b>Air Transportation</b> Estimated hours of flying time			
<b>Energy Consumption</b> Kilowatt hours of electricity consumed monthly Therms of natural gas used monthly			

Download this chart from our website to help you set your goals and track your progress.

## SETTING GOALS

Examine your behavior. What are activities you currently do that you could easily modify? What are things that would be harder to modify, but would make a big difference in protecting our planet. Pick items from each of these lists and think about how you would like your lifestyle profile to look as you are setting resolutions next year. Once you identify where you would like to be and what you are willing to change, use the chart from our website ([www.earthdayresources.org/footprint.html](http://www.earthdayresources.org/footprint.html)) to write down your goals and track your progress. Post this chart on your refrigerator or in another visible place as a daily reminder to reduce your consumption. As you make changes, document your progress and celebrate your achievements. **E**

# Are You Ready to Go Solar?

Frustrated with lack of sustainable choices offered by utility companies, consumers are looking to get off of the grid and generate their own energy from the sun and wind. While moving off the grid requires a large initial investment, you can take comfort knowing that you are helping to protect the environment and that you will never again receive an electricity bill.

New photovoltaic panels, like thin film amorphous silicon, along with government incentives, are bringing costs down. According to Stephen Heckerorth of [www.renewables.com](http://www.renewables.com), by taking steps to conserve energy, a 2,000 square foot home can operate with a 2,000 watt solar roof, costing between \$16,000 and \$24,000. With government programs varying state by state, it can bring the cost down between \$8,000 and \$12,000 (*Mother Earth News*, February/March 2002).

Below are steps to take to reduce your energy use and move off the grid.

## **BUILDING A NEW HOME THAT IS ENERGY EFFICIENT**

If you are building a new home, there are many things you can do during the design and construction phases that will allow you to tap into the sun's energy and save you money in the long run. For instance, design your home with daylight in mind by placing windows or skylights in areas that will maximize the use of natural sunlight to illuminate your home.

During construction, you can take advantage of passive solar energy. This means using the sun's heat to warm the inside of your home. Companies like Sun Plans Inc. ([www.sunplans.com](http://www.sunplans.com)) will help you design your home. They note that both building design and passive solar energy use will require a little extra expense, but are good starts and are less expensive than installing solar hot water systems or photovoltaic (PV) panels.

## **CONVERTING YOUR EXISTING HOME**

The first thing to do is to reduce your current energy use. By doing so, you can install a smaller, less expensive, solar PV system as well as reduce your monthly electricity payments, and help the planet by shrinking your use of fossil fuels. Below are some tips from Solar Village Independent Renewable Power ([www.solarvillage.com](http://www.solarvillage.com)) to help you get started :

- Use low energy lighting. Compact fluorescent lights use 5 watts of power for every 20 watts used by traditional light bulbs. Soon, LED bulbs will be available which require only 1.2 watts of energy

and can last for 45 years.

- New refrigerators use 1/5 of the energy of older refrigerators.
- Laptops require less energy than desktops.
- Unplug appliances like microwaves, coffee makers, and other appliances that require energy while not in use. Appliances requiring a "wall box" or that have a clock setting like microwaves and VCRs are examples of appliances that use energy even when you are not using them. Another way to save energy without unplugging these appliances all the time is to use a power strip that you can turn off when appliances are not in use.

In addition to conserving energy, call your electricity supplier to see if you can buy electricity made from renewable sources. According to the Department of Energy, more than one-third of all U.S. consumers can now buy renewable energy through green pricing programs. Green pricing programs allow customers to pay a small premium in exchange for electricity generated by clean sources. Visit [www.eren.doe.gov/greenpower/summary.shtml](http://www.eren.doe.gov/greenpower/summary.shtml) to see if your power provider offers green pricing programs. In some states, you can choose to have your electricity produced by clean power generators. Go to [www.eren.doe.gov/greenpower/images/dereg\\_map.gif](http://www.eren.doe.gov/greenpower/images/dereg_map.gif) to find out if clean power generators offer retail and/or wholesale clean power in your state. Finally, if you cannot choose clean energy from your power company or a clean power generator in your area, you can purchase green certificates, which contribute to the generation of clean, renewable power. Green certificates give clean power generators the ability to sell the electricity they produce to power providers at a competitive market value. Find an organization offering green energy certificates by going to [www.eren.doe.gov/greenpower/certificates.shtml](http://www.eren.doe.gov/greenpower/certificates.shtml).

## **WHEN YOU ARE READY TO INSTALL PV PANELS**

Whether you plan on doing the installation yourself or hiring a contractor, visit the following web sites to obtain all of the information you will need to get started:

- [www.homepower.com](http://www.homepower.com) offers information on conserving energy, various solar PV systems, and a list of renewable energy dealers by state.
- [www.renewables.com](http://www.renewables.com) offers information on reducing energy use, guidelines for sustainable buildings, and design consultation.
- Co-op America's Green Pages at [www.co-opamerica.org](http://www.co-opamerica.org) provides a listing of renewable energy companies that go beyond the call of duty to steward their workers, customers, communities, and the environment. **E**

# Insider's Perspective:

## Amy Perry

### Vice President, Green Century Capital Management



*Amy Perry, the Vice President of Green Century Capital Management, has been working in the environmental movement since graduating from Harvard University in 1986. Prior to working with GCCM, she was the Hiring Director for the National Association of State PIRGs. Ms. Perry started her career as MASSPIRG's Citizen Organizing Director, before becoming MASSPIRG's Solid Waste Program Director, a position she held for nine years. She has been involved with numerous environmental campaigns and organizations over the years.*

**ER:** Why were the Green Century Funds started?

**PERRY:** A group of nonprofit, environmental organizations founded the Green Century Funds to provide people who care about the planet with the ability to make investments that honor both their environmental principles and their long-term financial goals. Our shareholder advocacy efforts offer investors the opportunity to voice their environmental beliefs in corporate America's boardrooms.

**ER:** What kinds of changes have resulted because of the Green Century Funds?

**PERRY:** When the Green Century Funds began, only a handful of socially responsible mutual funds had been established. Now, there are over one hundred such funds. I think that the Green Century Funds have played a role in this growing trend by showing that a mutual fund can be committed to the environment as well as to its investors' financial well-being. Also, the Funds' shareholder advocacy work has pressured more and more companies to consider the impact of their business on the environment, and to do something about it.

**ER:** Why do you think so many people have become interested in environmentally responsible investing?

**PERRY:** We are seeing more people than ever before who are concerned about the impact that their investments are having on the environment. These investors know that their investments can be a powerful tool in the effort to promote corporate environmental responsibility, and they are looking for a way to leverage this power. For these investors, environmentally responsible investments such as the Green Century Funds are an option for them to consider.

**ER:** What role do you see the Green Century Funds playing in the

marketplace over the next five years?

**PERRY:** Our mission remains as relevant today as it was at the Funds' founding ten years ago. We will continue to provide investors with investments in companies that we consider to have strong environmental records, and we will continue to seek to represent our shareholders' views to the CEOs of the country's most powerful businesses. As environmentally responsible investing grows, we hope to increase the number of funds that we offer to investors, and we plan on becoming an even stronger voice in the fight for corporate environmental responsibility.

**ER:** In addition to environmentally responsible investing, what can individuals do to protect the planet?

**PERRY:** I think that concerned citizens should get involved in environmental campaigns and support groups that are fighting for a clean, healthy environment. People should also look at areas other than investments where they can use their purchases to support the environment. I think that Earthday Resources can play a helpful role for consumers in this area.

**ER:** Is there anything else that you would like to share with our readers?

**PERRY:** Anyone who is interested in learning more about the Green Century Funds should call us at 1-800-93-GREEN. We are available on weekdays between 9 AM and 6 PM Eastern time to answer any questions about the Funds as well as to mail out our free prospectus. People should also visit our website at [www.greencentury.com](http://www.greencentury.com), where our prospectus is also available. **E**

*For a free prospectus with more complete information, including fees and expenses, please call 1-800-93-GREEN or visit [www.greencentury.com](http://www.greencentury.com). Please read the prospectus carefully before you invest or send money. Like all funds invested in stocks, the Green Century Funds' share prices will fluctuate daily depending on the performance of the companies that comprise each Fund's investments. The universe of securities in which the Funds may invest is more limited compared to those of funds that don't apply any environmental criteria. Under certain economic conditions, that means that the performance of the Funds could be better or worse than the market as a whole. The Green Century Funds are distributed by: UMB Distribution Services, LLC 10/02.*



# New Organic Standards are a Big Win for Consumers

On Monday, October 21st, the new federal standards for organic foods went into effect after years of hard work by activists, consumers, various organizations, and regulators. These new standards clarify for customers which products are truly organic.

Organic standards prohibit the use of antibiotics, growth hormones, most conventional pesticides, petroleum based fertilizers, sewage sludge, genetically engineered ingredients, and irradiation.

The new standards are evidence that consumers are using their dollars to send a message to politicians and companies that more must be done to protect the planet. Standards have been developed in order to give the rapidly growing number of shoppers seeking organic products a tool to see through advertising claims and to identify organic products.

The following terms and definitions will make it easier for consumers to identify organic products and give organic food producers leverage over other companies that misleadingly claim their products are organic.

**100% organic** – Products must contain only organically produced ingredients (excluding water and salt).

**Organic** – Products must contain at least 95 percent organically produced ingredients (excluding water and salt).

**Made with organic ingredients** – Products must contain at least 70 percent organic ingredients.

**USDA seal** – The new USDA seal is a voluntary measure companies can use on their labels to show consumers that their products are organic. Seals may appear on 100 percent or 95 percent organic products.

Although the seal and labeling laws will clarify facts for people, buyers must still beware. Customers must continue to pay attention to ingredient labels to be sure that the ingredients are indeed, organic. Companies incorrectly labeling their products as organic will be fined up to \$10,000 for each violation. In order to use any of the organic labels, products must be certified by a USDA accredited certifying agent.

For more information on the standards, visit [www.ams.usda.gov/nop/](http://www.ams.usda.gov/nop/), call the National Organic Program at 202-720-3252, or write to USDA-AMS-TM-NOP, Room 4008 S. Bldg. Ag Stop 0268, 1400 Independence, SW Washington, DC 20250. **E**



*Eco-elegant bridal gowns are available at [www.organicweddings.com](http://www.organicweddings.com)*

## Get Married Organically

Every year, 2.3 million couples get married. Often, weddings are lavish affairs that can have quite an impact on our planet.

OrganicWeddings.com is a comprehensive planning resource for couple's striving to live healthy natural lifestyles with regard to the environment. From eco-elegant bridal gowns to tree free paper invitations, Organic Weddings offers resources for everything a soon-to-be married couple could need. From their web site, you can even identify organic caterers in your area, eco-stylish wedding favors, and environmentally responsible reception halls.

OrganicWeddings.com is more than just a place to find goods and services for your big day. The site includes a wedding planner to help you figure out your timeline, a section to assist wedding party members in performing their duties in ways that match your ideals, and information to help you and your new spouse start an environmentally sustainable life together.

Go to [www.organicweddings.com](http://www.organicweddings.com) for more information. **E**

# University of Colorado at Boulder Wins First Ever Solar Decathlon

Between September 19th and October 4th, students from fourteen schools across the country and Puerto Rico competed in the Solar Decathlon, a U.S. Department of Energy (DOE) sponsored competition to design, build, and operate the most effective and attractive houses powered solely by the sun. The University of Colorado at Boulder was the big winner with a house that looks much like any home you would find in any suburban neighborhood. All homes were constructed on the National Mall in Washington, D.C. for the contest. Energy Secretary Spencer Abraham officially opened the first ever Solar Decathlon.

Students in the competition, who worked for two years to design and construct the homes, were required to perform daily tasks like cooking, checking e-mail, and driving in electric cars powered by the solar energy their homes generated. The students gave guided tours to the public and offered tips for people to make changes in their own homes. Homes were not only solar powered, but also were designed with the entire environmental footprint of a house in mind.

University of Virginia contestants reported, “We used recycled and sustainable materials, such as birch and bamboo, which are fast-growing trees that replenish quickly. To eliminate long-distance shipping of materials, we used local products at every opportunity. We recommend the whole package of figuring out the most viable energy-saving elements for your situation.”

The DOE sponsored this event in order to find solutions to today’s energy issues. The DOE states that the U.S. can and should produce 4% of our energy needs from renewable resources. The department is hoping that the Solar Decathlon will help consumers to see that solar power is a viable option and that they begin to incorporate solar power and energy efficiency into their daily lives. To view the solar homes and to find out more, visit [www.solardecathlon.org](http://www.solardecathlon.org). The event was cosponsored by BP Solar, The Home Depot, EDS, The American Institute of Architects (AIA), and DOE’s National Renewable Energy Laboratory (NREL).

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## San Francisco Sets Zero Waste as Ultimate Goal

San Francisco has set a goal of recycling 75% of the city’s waste by the year 2012. Currently, San Francisco recycles 46% of their waste, which is short of the 50% mark mandated by the California government. City Supervisors President Tom Ammiano’s legislation aims for the ultimate goal of zero waste.

In order to achieve their waste reduction goals, San Francisco has begun a couple of innovative programs. One program provides city residents with 3 separate bins for waste: food and yard scraps, recyclables like paper, metals, and plastics, and one bin for garbage. Half of the city residents are using this system now.

It is the city’s composting program that closes the loop. San Francisco’s Department of the Environment has teamed up with Sunset Scavenger Company and Golden Gate Disposal and Recycling Company, both owned by Norcal Waste Systems, Inc, which is 100% employee owned and operated. Together, these entities are collecting food scraps, vegetable trimmings, soiled napkins, and other biodegradable items and composting them. The compost is then being used by organic farmers in the area to grow vegetables which are then served by area restaurants. According to Sunset Scavenger Company, restaurants that take full advantage of the recycling program are achieving 70% to 90% recycling rates.

For more information on the Organic Waste program, visit [www.sunsetscavenger.com/organicwaste.htm](http://www.sunsetscavenger.com/organicwaste.htm). **E**

# Ski Responsibly

As you plan your ski trips this winter, keep the environment in mind. Between developing pristine areas, increasing sprawl or unplanned growth, causing traffic and related air pollution, and using an immense amount of water for snow making, ski resorts are notorious for environmental destruction. But many ski resorts are taking steps to reduce their impact on the planet. In 1999, 150 ski resorts signed the National Ski Areas Association's environmental charter. The "Sustainable Slopes" program encourages ski resorts to lessen their footprint on the environment.

While the "Sustainable Slopes" program is an excellent first step, it is voluntary and many ski areas are not necessarily doing enough to associate themselves with the term "sustainable". In April, 2002, the Ski Area's Citizen's Coalition (SACC) graded ski resorts in the western United States on their environmental performance. Ski areas were graded based on their current environmental policies and management in such areas as avoiding expansion of developed skiing acreage into undisturbed forest, avoiding commercial or residential development on undisturbed lands, avoiding water degradation from ski area management activities, wildlife habitat and forest protection, and traffic and emissions reduction.

Ski resorts were given a numerical score for each category. You can view the process and entire report by going to [www.skiareacitizens.com](http://www.skiareacitizens.com). See if your favorite ski area made the top or bottom ten.

## Top Ten

<b>Sundance Resort, Utah</b>	<b>A</b>
<b>Timberline Ski Area, Oregon</b>	<b>A</b>
<b>49 Degrees North Mountain Resort, Washington</b>	<b>A</b>
<b>Buttermilk Mountain Ski Resort, Colorado</b>	<b>A</b>
<b>Sun Valley Resort, Idaho</b>	<b>A</b>
<b>Wolf Creek Ski Area, Colorado</b>	<b>A</b>
<b>Silver Mountain Ski Resort, Idaho</b>	<b>A</b>
<b>Aspen Mountain Ski Resort, Colorado</b>	<b>A</b>
<b>Steven's Pass, Washington</b>	<b>B</b>
<b>Aspen Highlands Ski Resort, Colorado</b>	<b>B</b>

## Bottom Ten

<b>Breckenridge Ski Resort, Colorado</b>	<b>F</b>
<b>Copper Mountain Ski Resort, Colorado</b>	<b>F</b>
<b>Snowbasin Ski Resort, Utah</b>	<b>F</b>
<b>Deer Valley Ski Resort, Utah</b>	<b>F</b>
<b>Keystone Ski Resort, Colorado</b>	<b>F</b>
<b>Vail Ski Resort, Colorado</b>	<b>F</b>
<b>Heavenly Ski Resort, California</b>	<b>F</b>
<b>The Canyons, Utah</b>	<b>F</b>
<b>Beaver Creek Ski Resort, Colorado</b>	<b>F</b>
<b>Big Mountain Resort, Montana</b>	<b>D</b>

Some of the projects that the Aspen Skiing Company (ASC) has undertaken to reduce their environmental impact are listed below. These projects helped them to have three of the top ten ski resorts.

- The Sundeck Restaurant on Ajax Mountain—one of the first buildings certified by the U.S. Green Building Councils Leadership in Energy and Environmental Design Program. The deck was constructed from recycled materials and the building not only uses energy-efficient lighting, but gets 30% of its power from wind.
- Free shuttles from downtown Aspen to each of their mountains reduce car use.
- ASC invested \$10.5 million in more efficient snow making systems that saved 4.5 to 6.3 million gallons of water in the 1999 to 2000 ski season.

Source: *EMagazine* ([emagazine.com/November-december\\_2001/110/gl\\_travel.html](http://emagazine.com/November-december_2001/110/gl_travel.html))

Before you plan a ski vacation or a day trip this season, call the ski resort and ask about the steps they have taken to reduce their effects on the surrounding environment. After an exhilarating day on the slopes, remember to stop by their office and let the company know what you think of their environmental practices. Ski resorts will always damage the environment. However, they also depend on nature in order to draw people to their resorts. They can improve their practices and management and the more they hear from their customers, the more quickly they will take action. **E**

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## What's Happening

### Businesses Take Steps to Protect the Environment

HSBC, the British based bank, donated \$50 million and 2,000 employees to Earthwatch Institute, WWF (formerly known as World Wildlife Fund), and Botanic Gardens Conservation International. 2,000 employee “fellows” will assist organizations on projects. By the end of 2002, 210 employees will have gone to places like Brazil and Sri Lanka to help scientists study ecosystems and human civilization. Employees make presentations to their coworkers upon their return and are expected to start related projects in their communities with grants from HSBC.

ECOPLEGE.COM has convinced Dell Computers to offer take-back programs to individual American consumers when the computers are no longer useful. Dell's program offers four options for consumers:

- **TradeUp** – individuals can get cash for their computer system or monitor,
- **Recycling** – Dell is accepting up to 5 of any brand of computers, keyboards, mice, monitors, and printers per household per year and will recycle the computers at an EPA-compliant recycling facility,
- **Auction your computer** at the [DellAuction.com](http://DellAuction.com),
- **Donate your computer** to a charity. Dell has partnered with the Cristina Foundation to provide computer technology to people with disabilities, students at risk, and economically disadvantaged persons.

To recycle your computer, go to [www.Dellexchange.com](http://www.Dellexchange.com).

While these steps are good, [ecoplege.com](http://ecoplege.com) is pushing Dell to go further by lowering or eliminating shipping fees so that more people will participate in the programs. Greater participation will result in significantly reducing the pollution associated with electronic waste disposal. 