

The Beauty of Our World ...



Assembled (cut & paste) by: MR

November 2008

... is in our hands . 



We can preserve it ...



... or we can destroy it.



50% of the trees cut for wooden furniture go to the USA.



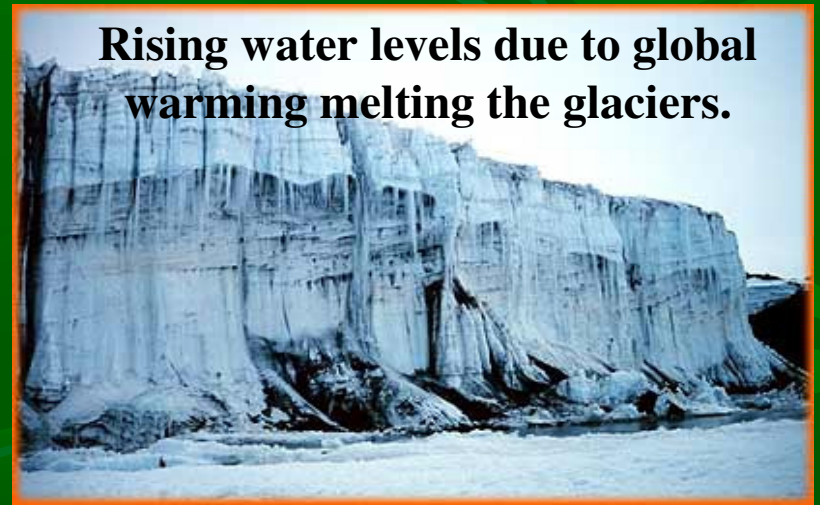
Deforestation



Researchers say oceans are now 30 percent more acidic than they were at the start of the Industrial Revolution. With oceans currently absorbing 22 tons of carbon dioxide a day, they could be 150 percent more acidic by the end of the century.

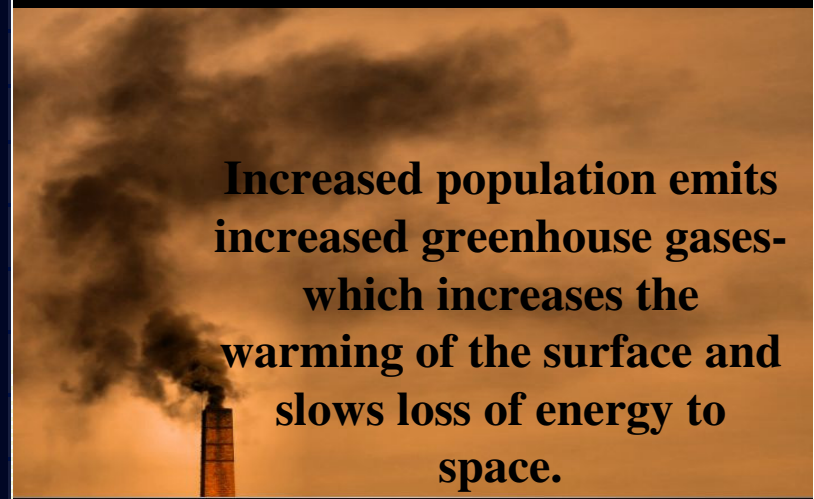
Carbon emissions affecting the corals

Rising water levels due to global warming melting the glaciers.



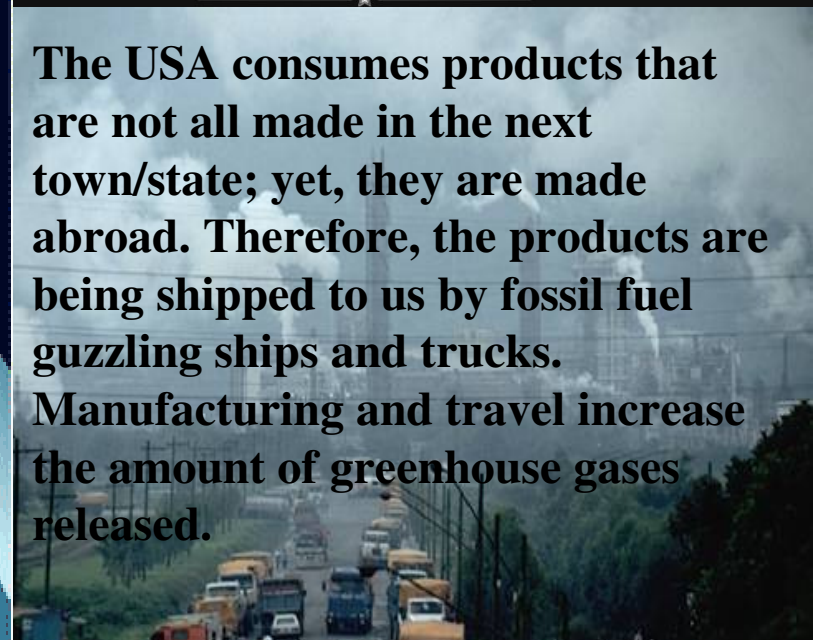
Glacier Melts

An Inconvenient Truth:



Increased population emits increased greenhouse gases- which increases the warming of the surface and slows loss of energy to space.

The USA consumes products that are not all made in the next town/state; yet, they are made abroad. Therefore, the products are being shipped to us by fossil fuel guzzling ships and trucks. Manufacturing and travel increase the amount of greenhouse gases released.



Many habitats are being affected by global warming due to the emissions of greenhouse gases.



Increase storm activity
Increase coastal erosion
Threaten coastal fisheries
Increase drought conditions and threaten water supplies
Increase the duration and severity of heat spells



What's at Stake? Polar Meltdown



Since 1979, more than 20 percent
of the polar ice cap has melted away.



- Perfectly at home in one of the world's most forbidding environments, polar bears spend most of their summers roaming the Arctic on large chunks of floating ice. They drift for hundreds of miles, finding mates, hunting for seals and fattening themselves up for the winter. Without these thick rafts of sea ice, the world's largest bear could not survive. Yet at this moment, the polar bear's Arctic habitat is literally melting away beneath it due to global warming.
- Over the past three decades the Arctic ice cap has shrunk by 1 million square miles -- an area six times the size of California. In September 2007, the ice shrank to a level that most scientific models hadn't predicted would occur until mid-century. Most scientists are now warning that nearly all of the polar bear's summer sea ice could vanish by 2040 -- and some think it could happen by 2012, which would prove catastrophic for the polar bear. Unless we take effective action now, the polar bear could lose 100 percent of its habitat to global warming and become extinct in Alaska by 2050.

How can we contribute to save the Earth?

tenthingstodo

Want to do something to help stop global warming?

Here are 10 simple things you can do and how much carbon dioxide you'll save doing them.

change a light

Replacing one regular light bulb with a compact fluorescent light will save 150 pounds of carbon dioxide per year.

drive less

Walk, bike, carpool or take metro transit more often. You'll save one pound of carbon dioxide for every mile you don't drive!

recycle more

You can save 2,400 pounds of carbon dioxide per year by recycling just half of your household waste.

check your tires

Keeping your tires inflated properly can improve gas mileage by more than 3%. Every gallon of gasoline saved keeps 20 pounds of carbon dioxide out of the atmosphere!

use less hot water

It takes a lot of energy to heat water. Use less hot water by installing a low-flow showerhead (350 pounds of CO₂ saved per year) and washing your clothes in cold or warm water (500 pounds saved per year).

avoid products with a lot of packaging

You can save 1,200 pounds of carbon dioxide if you cut down your garbage by 10%.

adjust your thermostat

Moving your thermostat down just 2 degrees in winter and up 2 degrees in summer could save about 2,000 pounds of carbon dioxide per year.

plant a tree

A single tree will absorb one ton of carbon dioxide over its lifetime.

turn off electronic devices

Simply turning off your television, DVD player, stereo, and computer when you're not using them will save thousands of pounds of carbon dioxide per year.

be a part of the solution

Learn more and get active at ClimateCrisis.net.

From the movie: An Inconvenient Truth



What is the “Cost of Cool” on ...?

- ...our children



- ...our environment

Did you know?

- non-organic cotton accounts for over 20% of insecticides used world-wide
- 3 million people are poisoned in developing countries each year from insecticide use. Over 20,000 of them die (WHO figures)

Organic cotton

- is grown without the use of artificial pesticides, herbicides or fertilisers
 - is GM-free
- does not put farmers' health at risk
 - does not pollute water systems
 - improves soil fertility
 - benefits wildlife
- is environmentally sustainable

Many corporations meet and strategically target children with advertisements and products:



How much spending is controlled or influenced by young people?

Sept. 2003:

According to a report by KidShopBiz.com (site no longer working as of Oct. 2007):

Personal spending -- \$200 Billion+ (snacks, soft drinks, entertainment, apparel).

Direct influence -- \$300 Billion+ (food, snacks, beverages, toys, H&BA, clothing, accessories, gifts, school supplies).

Indirect influence-- \$500 Billion+ (recreation, vacations, technology, the family car, the family).

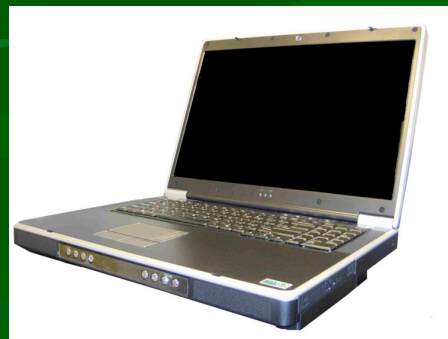
www.newdream.org/action/kids.php

- Modern children are inundated with a dizzying array of sales pitches in a variety of settings, hawking everything from electronics, to apparel to cosmetics and more. The children's advertising industry has swollen enormously over the past two and a half decades. In 1983, it spent \$100 million pitching products to kids, mainly through television ads. Today, it annually pours 170 times that amount—\$17 billion—into a variety of mediums designed to seep into every corner of a child's world.
- It's becoming increasingly apparent that this relentless assault on their psyches is not good for children. New research suggests that aggressive marketing to kids contributes not only to excessive materialism, but also to a host of psychological and behavioral problems, including depression, anxiety, low self-esteem, childhood obesity, eating disorders, increased violence, and family stress.
- We don't have to accept this as "normal." As parents, caregivers, concerned citizens, we can and should fight back against the commercialization of childhood. Together, we can help children reclaim valuable noncommercial space in their lives—space to be children, not merely consumers.



March 2005: *MediaLiteracy.com*

Teenagers and "tweens" aged 13 to 18 make up one of the most targeted markets for consumer electronics. More than half of American teenagers will spend more than \$100 on their next consumer electronic purchase and one quarter more than \$200, according to a study by the Consumer Electronics Association. More than 90 percent of teens live in a household with a TV, VCR, DVD player, desktop computer and cell phone. The top four electronic products teens want as gifts are laptop computers, cell phones, MP3 players and videogame consoles. "Getting them early on will make them a customer for life," said Rebecca Gertsmark, communication manager for the CEA. "Teens are extremely targeted, they know what they want and they follow trends and set them."



Who profits from the consumerism & consumption?

MediaLiteracy.com: A 2002 study by research firm U.S. Bancorp Piper Jaffray found that teens spend an average \$135 per month on apparel and related products. Teen girls spend 36% of their disposable income on clothes.

Kids and Commercialism- What can you do? www.newdream.org/action/kids.php

- New Dream supports the work of the following organizations to address this important issue:
- The [Campaign for a Commercial-Free Childhood](#) (CCFC) is a national coalition of health care professionals, educators, advocacy groups and concerned parents who counter the harmful effects of marketing to children through action, advocacy, education, research, and collaboration. CCFC [actions](#) help citizens speak out against aggressive advertising, and in favor of laws to protect children from marketers.
- [Commercial Alert](#) is an organization dedicated to keeping the commercial culture within its proper sphere, and preventing it from exploiting children and subverting the higher values of family, community, environmental integrity and democracy. Commercial Alert's [actions](#) help citizens speak out against misleading and intrusive advertising, including advertising to kids and commercialization in schools. The [Parents' Bill of Rights](#) aims to restore to parents some control over damaging commercial influences on children's lives.

Does the environment profit from consumption?

True Costs of Resource Use

Everything you do impacts the environment because you are a living thing. However, much of your impact on the environment is hidden from you. For example, production of a pair of sneakers has a global environmental impact. An American shoe company designs the shoes, and the leather for the upper shoes comes mostly from cows raised in Texas. The spongy midsole and the synthetic rubber tread of the shoe are composed of materials manufactured from Middle Eastern petroleum. The shoes are assembled in an Asian shoe factory, then packaged in a box manufactured in the United States, and transported across the Pacific Ocean in a ship powered by fossil fuels. After the shoes wear out, they are usually thrown in the trash and ultimately buried in a landfill. And you thought you were only throwing out a pair of sneakers!

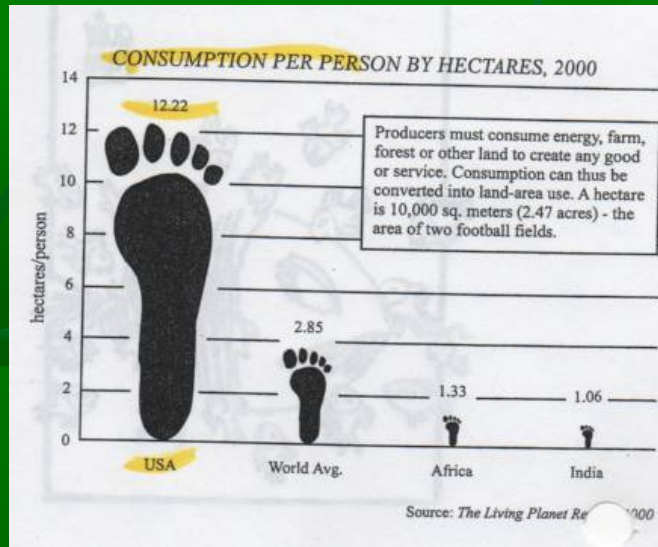
As more and more people become aware of the environmental impact of their actions, questions are now being asked about resource use. What is the total environmental cost of developing and using a resource? How will it affect the quality of human life? Do the benefits of using a resource outweigh any negative environmental impacts?

When answering these questions, it's important to remember that other species also require resources to exist. The issue for humans is how to balance the conflicting needs for resources with the maintenance of healthy ecosystems. The reality of a sustainable society depends upon achieving this balance. A sustainable society is one that manages its resource consumption and minimizes environmental impacts so that the quality of life is maintained. The current rate of resource consumption in the United States does not appear to be sustainable. The United States includes only 4.5 percent of the world's population, and yet it consumes more than 25 percent of the world's energy resources. As developing countries increase their demands for resources, there soon may not be enough to go around.



**What is the cost of
over-consumption?**

Did you know?



USA only has 5% of the world's population; but...

*consumes 1/3 of the world's resources

*produces 1/2 of the world's non-organic waste

*generates nearly 30% of the world's carbon dioxide emissions

- Over-consumption creates more pollution.
- The cycles of production and consumption will exhaust the earth's resources and capacity to contain the pollution generated by these cycles.
- USA impacts the world's ecology more because it consumes more. The United States requires far more land, energy, and water, and emits much more of the carbon dioxide that is so harmful to human health and the atmosphere.

Copied from: Rethinking Globalization; The Cost of Cool; Culture, Consumption and the Environment

How can you make an impact?



- Our consumption options and outcomes are in our hands.



use alternative energy sources and energy-efficient products



reuse



use local or USA-made products



Take Action !



use recycle products



~~over consumption~~



reduce



use organic cotton



use organic products

Think about:



Less consumption and more connection with the community and the environment:



Take Action !

Live Green !

It's Keen!



Therefore

re: **What is the true cost of non-ecofriendly products?**

> **What is the true cost of consumption?**

**Please think about-
Sustainability**



Let's join together-



We can make a difference !

Take Action !



Some “Go Green” websites:

- www.newdream.org
- www.ecomall.com
- www.mokugift.com
- www.sustainlane.com
- www.organicapparel.us*/truth.php
- www.nikereuseashoe.com
- www.vivagreen.com/tags.sustainability
- www.glencoe.com/sec/science/earthscience/unit/chapter/extend.phtml?lid=27&ichapter=27&iu
- www.ecologue.com

**Research more
information.**

**Learn about being
eco-friendly.**

Take Action !