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Enough!

A quarterly report on consumption, quality of life and the environment

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- Page 3
Letter from
Betsy Taylor
- Page 4
How Green is
E-Commerce?
- Page 7
Thanks to Our
Donors
- Page 8
The Best Bread Ever
- Page 10
Bad, Good and
Truly Ridiculous
- Page 12
Resources
- Page 13
Buying Green:
Paints
- Fun Box:
Birthday Parties
- Page 14
Step by Step:
Clean Air Thank You
Letter
- Page 15
Orwell's Corner

Turn the Tide: Nine Actions for the Planet A Fun Way to Make a Difference

We've got big news. We're launching a new program called Turn the Tide to help individuals join together to make a measurable improvement in the health of the planet, just by changing a few consumer behaviors. You'll be able to see the results instantly on a user-friendly internet page reserved just for you, or, if you prefer, you can send us your results using old fashioned pencil and paper, and we'll print running updates in Enough! It's fun, it's easy, and it will make a real difference!

What is Turn the Tide?

We surveyed numerous experts and scientists to find out what consumer behavior changes would have measurable benefits for the environment. Based on their advice, we selected nine simple actions to reduce global warming, conserve water, save trees, and more. We're helping individuals and communities to begin taking these nine actions over the coming year, and we'd like YOU to join us.

Making It Easy to Do the Right Thing

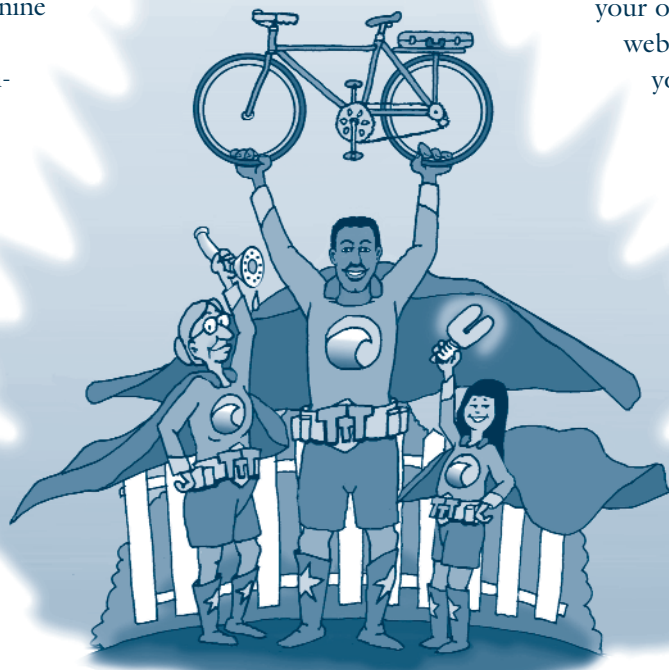
We're not asking anyone to do fifty things to save the Earth. A lot of people might not have the time to do more than a few things. And even if we do want to make changes, sometimes it's not even clear what's right and what's wrong. That's where Turn the Tide comes in — by making environmental activism both fun and effective, and by showing you the actual environmental benefit of making simple changes in just a few consumer behaviors. And, when we all work together, these steps will make a major difference.

How Does It Work?

If you're a web user, we'll give you your own personal page on our website where you can track your environmental impact, along with the combined impact of every other person participating in the program.

We've included some fun graphics that help you see the actual impact you will be making. Or, if you prefer, we'll send you a Turn the Tide workbook

continued on page 2



Turn the Tide — Nine Actions for the Planet

continued from page 1

for tracking your changes on paper. Let us know the actions you've taken, and you'll be included in the running total too.

So What Are the Nine Actions?

The nine actions are discussed in greater length on our website, in the *More Fun, Less Stuff Starter Kit* and in our Turn the Tide workbook, but this should whet your appetite:



1. Skip a car trip each week and prevent the emission of 950 pounds of carbon dioxide each year.

2. Eat one less beef meal each week and save 40,600 gallons of water, 70 pounds of grain and prevent the emission of 300 pounds of carbon dioxide each year.

3. Don't eat shrimp and save 9 pounds of by-catch inadvertently killed while shrimping each year — along with 3 pounds of shrimp.

4. Cut your junk mail in half and save 1/6 of a tree, 70 gallons of water, and prevent the emission of 46 pounds of carbon dioxide each year.

5. Use energy efficient light bulbs and prevent the emission of 262 pounds of carbon dioxide each year.

HOW DO I SIGN UP?

1. Go to our Website — www.newdream.org — and click on the Turn the Tide logo to set up your personal Turn the Tide webpage and get started.

—or—

2. Write, call or email us to request a Turn the Tide workbook.

Either way, you'll get a handy tally sheet for posting on your fridge, desktop, or wherever you'd like so that you can keep track of all the ways you're protecting the environment.

6. Move the thermostat 3 degrees and prevent the emission of 360 pounds of carbon dioxide each year.

7. Eliminate lawn and garden pesticides and prevent 15 ounces of highly toxic chemicals from being released



into rivers, streams and groundwater (just one ounce of diazinon can pollute 94 million gallons of water).

8. Use low-cost water savings devices and save 7800 gallons of water and prevent the emission of 460 pounds of carbon dioxide.

9. Get two of your friends to become Tide-Turners and triple all those numbers.

If you're already doing the first eight actions, congratulations! We applaud you and ask that you put all your Tide-Turning energy into action #9.

The screenshot shows a web browser window with the URL <http://www.newdream.org/turnthetide/actionitems/2b.html>. The page header includes the New American Dream Action Network logo and the title "TURN THE TIDE: Nine Actions for the Planet". The main heading is "2 Eat one less beef meal per week".

What you do matters!
By taking this action you are saving 81,258 gallons of water, 600 pounds of carbon dioxide, and 138.66 pounds of grain each year!

Compared to the average American, your beef consumption consumes 71,102 less gallons of water, emits 523.2 pounds of carbon dioxide, and uses 121.6 less pounds of grain each year.

You are not alone!
Together Turn the Tide participants are saving 893,838 gallons of water, 6600 pounds of carbon dioxide, and 1,525.26 pounds of grain through this action!

OK, I've done this. Now what?

- Tell two friends about this action
- Share your experience in the New Dream Forum
- Take more food-related actions

► To proceed to the next action, click on 3. Don't eat shrimp

continued on page 6

Turn the Tide — Nine Actions for the Planet

continued from page 2

MORE TIDE TURNERS, MORE FUN

We have big dreams for Turn the Tide. We're aiming to sign up 25,000 participants by the end of the year and 100,000 by the end of next. That will translate into savings of 400 million pounds of climate-warming carbon dioxide, 4.8 billion gallons of water, 17,000 trees, and 1.2 million pounds of sea life...every year!

The more people involved, the greater our collective impact. So we've got to get the word out about Turn the Tide. But it won't be by sending junk mail — we're aiming to reduce junk mail, not generate it! We could really use your help spreading the word.

First, we'd love for you to tell your family and friends about the program! If everyone reading this signs up and gets two friends to join them, we'll reach 25,000 in no time. Second, please urge groups and institutions in your city or town to Turn the Tide as a community. We'll provide materials to help you get started, and, if enough people in your community sign up, we'll give you periodic reports of your group's impact (to complement the immediate web calculations of your impact and our total impact).



What You Do Matters

We know that you want your actions to have a true impact. Our research shows that people want to help conserve resources for future generations, but they're not always sure what to do or if what they do will matter.

These nine actions are high-impact choices.

They address some of the most troubling environmental

problems of our times — climate change, decreasing water supplies, collapse of forests worldwide, and more. The program is based on the firm belief that what each individual does really matters by letting you see your personal contribution to making a better world AND by showing how many other people are participating with you. You'll be part of a growing community of people who are defying the cynics, who are showing compassion, and who are doing their part to help make the future safe, beautiful and healthy for the kids of today and tomorrow.

Tell Us What You're Doing

As you participate in Turn the Tide and report your actions, you'll be cheerleading for all the other people who need to know **THEY ARE NOT ALONE!** Let's face it, it can be lonely trying to do the right thing. This program helps us all understand that we're really making a difference. Imagine, if just a thousand of us participate in Turn the Tide, over one year we will save a collective 48 million gallons of water, 170 trees, 12,250 pounds of sea life, and prevent the emission of four million pounds of climate-warming carbon dioxide!

What you do matters. Help turn the tide.

BUILD A COMMUNITY COMMITMENT

Turn the Tide can also be fun for community building or getting together with your friends to make a difference. For more information on taking Turn the Tide to your school, local environmental group, or other community organization, contact Seán (outreach@newdream.org — 301-891-3683). For more information on taking Turn the Tide to your faith group, contact Cassandra (Cassandra@newdream.org / 301-891-3683).