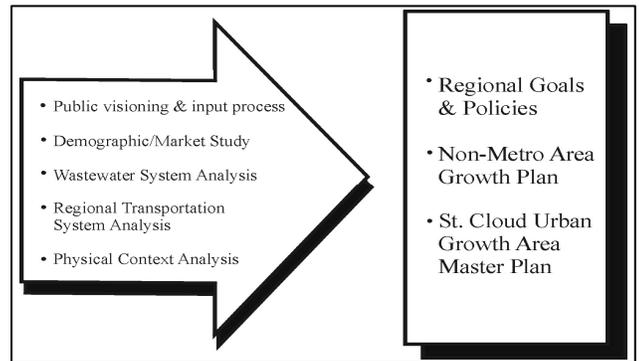


Section 1 – Introduction

St. Cloud Area Joint Planning District Plan

In order to facilitate and enhance public participation, the St. Cloud Area Joint Planning District Board undertook a regionally coordinated, community-based process to create a plan that reflects the unique traditions, values and aspirations of area residents. The St. Cloud Area Joint Planning District Plan adopted in May 2000, establishes a vision and implementation strategy for various land use and growth related matters. This planning effort was the largest project in greater Minnesota to encourage voluntary, cooperative land-use planning among local governments.



The St. Cloud Area Joint Planning District Plan establishes a number of goals and objectives for the future of the area, which include specific statements to balance urban growth and preserve the area’s natural resources through sustainable practices:

Goal: Manage growth and urban sprawl to balance agricultural issues and land preservation with planned urban development to protect and enhance both the Region’s rural character and its natural resources.

Goal: Preserve and manage all of the Region’s natural resources, including but not limited to air, water, green spaces, natural areas and farmlands, through sustainable land use practices.

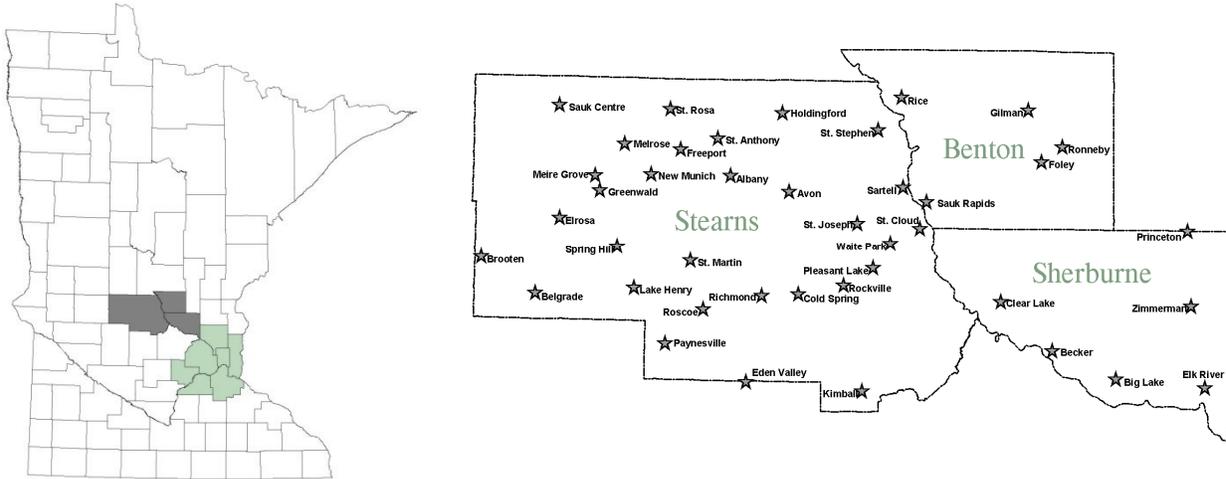
Goal: Encourage transportation planning that is sensitive to both the natural environment and neighborhoods.

Goal: Maintain the integrity, heritage and local character of the Region’s natural and built environment.



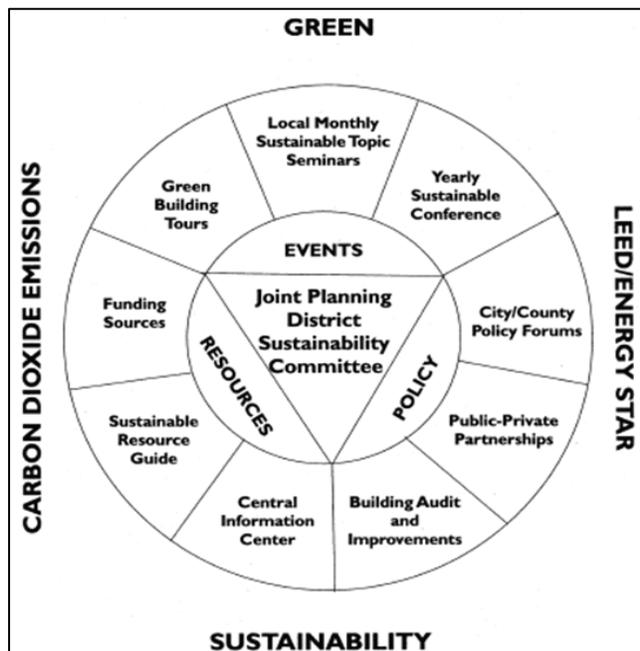


To date, the area's efforts to enhance its regional services and vision have flourished. This includes numerous transportation plans, a regional wastewater facility study, affordable housing efforts, monthly regional issues forums and regional park planning. Through quarterly meetings, the St. Cloud Area Joint Planning District Board plays an active role in the implementation of such regional efforts ensuring implementation of the community based planning effort.



St. Cloud Area Joint Planning District Sustainability Committee

In 2008, a group of public and private sector representatives began meeting to identify opportunities to heighten local awareness of sustainability and green practices (such as energy efficiency and recycling) in the three-county St. Cloud area. The creation of such a coordinated effort to disseminate information regarding sustainability and green practices on a region-wide basis was consistent with the goals of the Joint Planning District Plan outlined below:



- **Goal:** Preserve and manage all of the Region's natural resources, including but not limited to air, water, green spaces, natural areas and farmlands, through sustainable land use practices;
- **Policy:** Assemble reference materials relating to sustainable development and make available to local units of government within the Project Area.





Given this goal of the Joint District Plan, and the Joint District Board's past success in coordinating and facilitating discussion on other regional initiatives, the St. Cloud Area Joint Planning District Sustainability Committee was formally adopted under the umbrella of the Joint District Board with an intent of broadening awareness and utilization of sustainable practices in the area's public and private sector entities.

However, perhaps the greatest impetus for the creation of a St. Cloud Area Joint District Planning Sustainability Committee was the grass roots interest and initiative of local environmental, education, government, and business leaders. The committee's membership reflects the broad interest and commitment of the area's community leaders to sustainability.

As a regional sustainability body, the Sustainability Committee serves as an information source for cities, counties, and a variety of business and resident perspectives. Monthly meetings allow for discussion of implementation strategies and approaches to reach the region's sustainability goals. The creation of the Sustainability Committee under the umbrella of the St. Cloud Area Joint Planning District has a number of advantages, including:

- Improve public awareness of the Joint Planning District Plan.
- Facilitate discussion of sustainable practices and opportunities for public/private sector cooperation.
- Enhance the committee's credibility through the support of the area's government bodies.
- Improve grant-funding requests through regional cooperation on sustainable practices.

In addition to being a clearinghouse of information for the public, elected and appointed officials, businesses and residents, the Sustainability Committee is committed to developing and implementing a sustainability framework of goals and best practices for the St. Cloud region, as well as to provide detailed analysis and recommendations for jurisdictions seeking more in-depth assessment of their systems and practices.

St. Cloud Area Joint Planning District Sustainability Framework Plan

In May 2009, the Sustainability Committee sought a qualified consultant to assist in developing a framework of goals and best practices for the St. Cloud region, as well as to provide a detailed analysis and recommendations for jurisdictions seeking a more in-depth assessment of their systems and practices. After review of over twenty statements of qualifications, Emmons & Oliver Resources, Inc. (EOR) was selected for their broad experience in natural resource management, and their past success in developing one of the few sustainability plans in the Nation. EOR, based in Minnesota, is a national leader in producing creative and economic solutions that respect the environment. In addition to its proven success in developing sustainability plans, EOR has in-depth expertise within the





identified Sustainability Committee’s 16 best practice areas, and understands the need to engage and educate future implementers on why, what, and how, thus ensuring greater success of the Sustainability Plan. Experience in St. Cloud provides them a local context, while their unique approach to collaboration and understanding of global climate change ensures innovation.

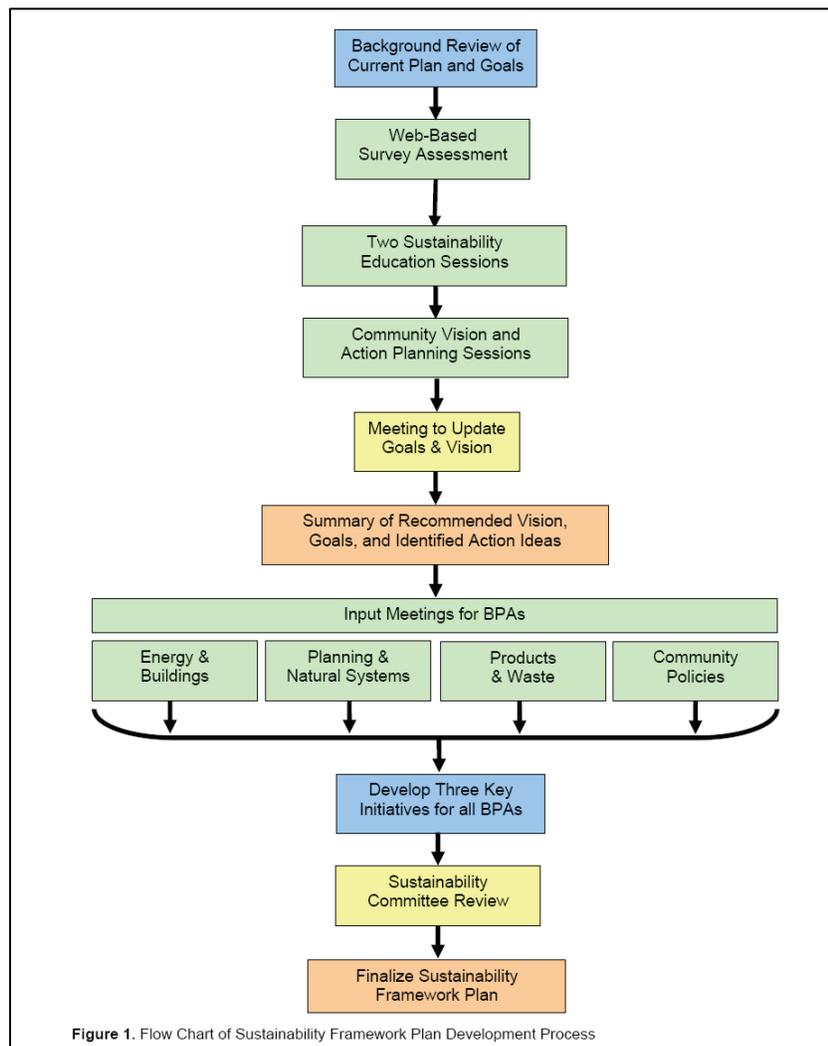
Building upon the expertise of the consultant team, the Sustainability Framework Plan development process was designed to actively engage the St. Cloud area community and the Sustainability Committee in establishing local visions, goals, and implementation initiatives. The education and engagement efforts were included in the process to provide a consistent baseline level of understanding of sustainability concepts and to ensure that the plan builds on the current activities, interests and passions of the community. The process used to develop the plan is discussed below and highlighted in **Error! Reference source not found.**

A. Review of Background Information

The goals and recommendations outlined in the 2000 St. Cloud Area Joint Planning District Plan were reviewed to determine the current goals established for the St. Cloud area.

B. Web-based Existing Practices Survey

A web-based survey was conducted of key staff from each member organization to assist in collecting information on sustainable initiatives that are already underway in the St.





Cloud metropolitan area. The survey was intended to allow the sustainability plan to highlight current practices and build on those existing practices for future initiatives.

C. Education Sessions: Seminars on Sustainability and the Natural Step Framework.

Two half-day sustainability training sessions were conducted for interested individuals from the St. Cloud Area Joint Planning District Board, Sustainability Committee, City Councils, County Boards, Township Boards, Colleges and Universities, staff, relevant commissions, and other identified stakeholders. The two sessions covered the same topics and were scheduled at different times of the day to allow more people to attend as their schedule allowed. Participants were provided with information to establish an understanding and shared vision of sustainability through Natural Step Framework, Natural Capitalism and Cradle to Cradle concepts. An outline of the sessions, a list of attendees, and statements from the received evaluations are included as Appendix B.

D. Engagement Sessions: Community Vision and Action Planning

Three half-day visioning and action planning sessions were hosted to allow interested individuals from the St. Cloud area to provide input on the vision and potential actions needed for each BPA. The planning sessions helped develop enthusiasm for sustainability initiatives and allowed the consultant team to develop basic action plans that are integrated to the local setting. Each session allowed discussion of the current baseline of actions taking place in the St. Cloud area in each area of focus, establishment of a vision, and discussion of the types of actions attendees would like to see take place in the St. Cloud area. An agenda and minutes from the meetings are included in Appendix C.

E. Meeting to Update Goals and Vision

The results of the visioning and action planning sessions and the draft goals and visions developed from the community input were presented to the Sustainability Committee to allow discussion on the vision and goals.

F. Summary of Recommended Vision, Goals, and Identified Action Ideas

The results of the discussion were to refine or redefine the vision and goals for each BPA and develop a final written version of the new vision and goals. Using the identified goals and the input from the education and engagement sessions, the consultant team developed a set of specific draft implementation actions/tools for each of the BPAs. The actions/tools were used as a framework for discussion at the public input session.

G. Public Input Session

One three-hour public input session was held to facilitate input on the draft actions identified for each BPA. The input session was structured so that participants would





break into a number of small groups to facilitate in-depth discussion of actions and tools to move toward the goals of each BPA. The session was broken into two sets of breakout discussion segments so that attendees had the opportunity to discuss two different BPAs in depth and evaluate connections between areas. The goal of the session was for attendees to identify the top three focus areas for initial action in each BPA. The areas for initial action are intended to be bigger picture items that will make the most difference for local sustainability. An agenda and minutes from the meeting are included as Appendix D.

H. Enhance Sustainability Framework Action Plan for each BPA

The public input session concluded by defining distinct steps for accomplishing each of the three identified initiatives for the BPAs. The developed Sustainability Framework Action Plan includes the identified vision, goals, initial initiatives and actions, as well as various additional actions or tools for each BPA.

The St. Cloud Area Sustainability Framework Plan will address the following sustainability best practices areas (BPAs):

BPA #1 – Environmentally Preferable Purchasing

Identify best practices in purchasing economical and environmentally preferable products and services.

BPA #2 – Product Stewardship

Identify best practices in facilitating programs that partner with private industry to reduce the end-of-life impacts of products.

BPA #3 – Greenhouse Gas Reductions

Identify best practices in reducing targets for green house gas emissions for the region's facilities.

BPA #4 – Sustainable Land Use Policies

Identify best practices in developing land use policies that provide incentives to reduce sprawl, preserve open space, expand and enhance green corridors as new development and redevelopment occurs and that create a walkable community.

BPA #5 – Sustainable Multi-Modal Transportation

Identify best practices for promoting sustainable transportation systems/networks and developing educational and public information about transportation alternatives.

BPA #6 – Alternative Energy

Identify best practices for increasing the use of clean, alternative energy options to incorporate into regional facilities which may include researching methods to reduce





energy consumption and investigating the use of alternative energy sources for heating/cooling throughout the participating area.

BPA #7 – Energy Efficiency

Identify best practices in making energy efficiency a priority infrastructure which may include developing educational programs for the public about energy efficient techniques and construction practices, and investigating opportunities and ways to provide incentives to encourage private sector home and business energy improvements.

BPA #8 – Sustainable Building Practices

Identify best practices that will promote sustainable building practices and green construction to assist residents/builders and encourage green building techniques for both government and private development.

BPA #9 – Community Health

Identify best practices in promoting healthy community programs such as development of public education programs that endorse healthy activities for residents, and development of infrastructure to enhance walking and biking opportunities.

BPA #10 – Recycling and Waste Reduction

Identify best practices in evaluating recycling participation rates in regional operations and within the communities, as well as reducing waste and promoting reuse through development of waste reduction targets for facilities and through creation of a “Green Team” approach to reduce, reuse, and recycle.

BPA #11 – Healthy Urban Forests

Identify best practices to maintain healthy urban forests such as promoting tree planting through programs to annually increase tree canopy throughout the region and an incentive program that encourages private sector owners to plant trees within parking lots and other areas of the region.

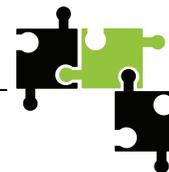
BPA #12 – Sustainability Education

Identify best practices in developing programs to educate public schools, private schools, and private industry about sustainable practices and educating businesses about sustainability and provide an educational campaign that reaches out to colleges, universities, school districts, private industry, and professional associations about how they can achieve sustainability by incorporating certain practices into their daily operations.

BPA #13 – Surface and Groundwater Resources

Identify best practices to protect and improve surface and groundwater resources such as development of an educational program aimed at reducing water wasted through irrigation; investigating new design standards and incentives to emphasize the use of natural drainage systems; and, seeking ways to modify street improvement projects to





provide less impervious surface and utilize rainwater gardens, porous pavement and other environmentally friendly techniques.

BPA #14 – Mississippi River Water Conservation

Identify best practices to promote water saving practices such as adoption of water conservation policies that help protect the Mississippi River and its tributaries.

BPA #15 – Innovative Opportunities

Identify best practices for innovative opportunities to improve the environment; for example, discovering ways to partner with local utility and power providers, think tanks, manufacturers, etc. to establish regular meetings to brainstorm and implement outreach opportunities and programs; and, encouraging neighborhood environmental initiatives and investigating funding programs for local environmental projects/improvements.

BPA #16 – Sustainable Government Policies/Practices

Identify best practices to make all existing and new policies, regulations, and ordinances sustainability friendly through creation of incentive programs for certain areas where applicable (i.e., recycling at local schools).

BPA #17 – Sustainable Food Systems/Practices

Identify best practices to promote sustainable food systems through education to the private and public food service industry; including school cafeteria programs. Areas to be included are farmer’s markets, buy locally, community supported agriculture (csa’s), sustainable agriculture practices, and “reduce, reuse, and recycle” practices for restaurant waste.

Anticipated Outcomes of St. Cloud Area Sustainability Framework Plan

Given the successes of smaller local sustainability efforts, and past achievement in the St. Cloud area’s regional efforts, the Sustainability Framework Plan is in a unique position to make a great impact in addressing climate change. The achievements of other cities in Minnesota and Wisconsin since adoption of a sustainability plan is telling of the St. Cloud area’s expected impacts. Though examples abound, a few are detailed below:

- Minneapolis and St. Paul completed an Urban CO₂ Reduction Project Plan in 1993, with implementation plan in 1997, 2005, and 2007.
 - St. Paul reported reduced greenhouse gas emissions by 960,000 tons per year, at a total cost savings of \$59,000,000, not including significant operational savings in Public Works.
 - Minneapolis reported an economic and environmental savings exceeding 365,000 tons of CO₂ reduced (1998 – 1999), and an annual savings of \$21,642,000.
 - Minneapolis met 2005 goal of reducing carbon dioxide emissions by 20% from 1988 levels.
- Burnsville adopted Sustainability Guide Plan in 2008. Since adoption, approved geothermal system for its Ice Arena – before geothermal, the ice arena contributed 46% of the City’s total





CO₂ emissions. Also, the plan's CO₂ reduction goals and clear steps for implementation has put the City a step ahead of others and increased grant dollars received.

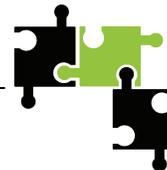
- Since the City of Lacrosse, WI adopted the Sustainability Initiative, it has passed an ordinance to encourage small wind systems, begun construction of a new transit center with a green roof and implanted an award-winning Household Hazardous Waste Program.

Performance Measures of St. Cloud Area Joint Planning District Sustainability Framework Plan

Given the local government and private sector partners' significant commitments of time and resources to the formation of the sustainability committee and subsequent planning process, there is a strong expectation that the Sustainability Plan will be a living planning document that guides future action rather than sitting on a shelf. Benchmarking is an essential element to promoting greater utilization of sustainable practices suggested by the St. Cloud Area Sustainability Framework Plan. As such, a number of benchmarking and reporting strategies are outlined below. In addition, the Sustainability Framework Plan itself details additional benchmarking tools in specific BPAs.

- The Sustainability Framework Plan is staffed by the City of St. Cloud's Sustainability Coordinator and Community Development Director, who are responsible for the administration and reporting of the committee's activities. This community-based committee will continue to meet on a monthly basis to implement the recommendations of the study.
- The Sustainability Committee was created under the auspices of the St. Cloud Area Joint Planning District Board, which consists of elected officials from the area's cities and counties. The committee is charged with reporting of past and upcoming actions during the quarterly meetings of the St. Cloud Area Joint Planning District Board.
- The Sustainability Committee envisions its role as a conduit and clearinghouse for sustainability information sought by the area's residents and entities. Community involvement and education initiatives are anticipated to take the form of a regional sustainability website, sustainability guidebook, on-going community forms, a locally staffed call center, and others suggested by the Sustainability Framework Plan. The success of these outreach and education efforts can be easily tracked and be part of the quarterly reporting to the Joint Planning District Board and the project partners.
- As detailed within the Sustainability Framework Plan, the Minnesota B3 Energy Benchmarking and Carbon Management system can be used as a screening tool for greenhouse gas reductions and energy conservation in local buildings and to help recommend buildings for energy audits. Training is suggested for local staff and officials so that data can be continually entered for evaluations. The system can measure and compare output over time to other local buildings, and targets as established for the state of Minnesota.





WHAT IS SUSTAINABILITY?

(Remainder of this section by Terry Gips, President, Sustainability Associates, St. Louis Park, MN www.sustainabilityassociates.com)

Historical Roots of Sustainability

The sun also rises, and the sun goes down, and hastens to the place where it arose. The wind goes toward the south and turns about to the north, it whirls about continuously and the wind returns again according to its circuits. All the rivers run into the sea, yet the sea is not full. Unto the place where the rivers come, they return again. The thing that has been; it is what shall be; And that which is done is that which shall be done. ~ Ecclesiastes 1:5-9

The frog does not drink up the pond in which it lives. ~ Native American proverb

In every deliberation, we must consider the impact of our decision on the next seven generations.

~ Great Law of the Hau de no sau nee (Iroquois Nation)

According to Jewish teachings by those who wrote the Talmud, God brought Adam to the Garden of Eden and warned: Take heed not to corrupt and destroy My world. For if you corrupt it, there will be no one to set it right after you. ~ Ecclesiastes Rabba 7.13

Shift in Public Awareness

Hurricane Katrina, \$3 a gallon gas, Nobel Prize and Academy Award-winning Al Gore's *Inconvenient Truth*, and extensive media attention have served to awaken the public to the challenges with climate change and the need for sustainability. The ImagePower Green Brands 2.0 survey released May 1, 2007 by WPP, one of the world's largest communications services groups, revealed that Americans across all socioeconomic and ethnic groups display increasing degrees of green attitudes and behaviors. This is one of the greatest shifts in U.S. consumer consciousness in recent history. According to the study, 34% of Americans are "active green," meaning they identify with the idea that taking care of the environment is society's responsibility. This group is doing everything they can to make a long term positive impact on the environment—including making smarter purchasing choices.

Definition of Sustainability

The Alliance for Sustainability has long defined sustainability as being "ecologically sound, economically viable, socially just and humane, meaning to embody our highest values -- how we treat people, animals and the Earth." (*Manna*, 1984). The United Nations defines sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their needs." (U.N. World Commission on Environment & Development, *Our Common Future*, 1987)





More and more businesses embrace sustainability through the use of a triple bottom line that expands beyond financial to include social and environmental concerns. (John Elkington, *Cannibals with Forks: The Triple Bottom line of 21st Century Business*, 1998) It is sometimes called the “3Ps: People, Planet and Profits”, and companies such as Shell are using it along with nearly every major corporation in Europe. It forms the basis for the Dow Jones Sustainability Index with more than \$5 billion under management (www.sustainability-indexes.com) and the Global Reporting Initiative with more than 1250 businesses in 60 countries reporting on their social, environmental and financial results (www.globalreporting.org).

Natural Capitalism by Paul Hawken, Amory Lovins and Hunter Lovins documents how we can have 10 to 100 times greater resource productivity, benefiting profits, people and the planet. American companies could cut national electricity consumption by at least 75% and produce approximate annual returns of 100%. Because only about 1% of all the materials mobilized to serve America are actually made into products still in use six months after sale, there is a huge opportunity to turn this 99% waste into profit.

Taking the Natural Step to Sustainability

One of the most widely used and successful approaches for bringing about sustainability is the Natural Step Framework, which was created by Swedish medical doctor and cancer researcher Dr. Karl-Henrik Robert, along with assistance from physicist Dr. John Holmberg. As a scientist at Sweden’s leading research hospital, Robert was concerned that increasing cancer rates, especially among infants like those he was treating, were tied to environmental factors. He was frustrated by the lack of agreement among scientists about the cause or what to do, so he began a consensus process which resulted in 50 leading Swedish scientists agreeing on the underlying principles needed for sustainability.

He shared this information with major corporations who recognized the need for action. They supported the sending of an audiocassette and brochure to every home and school in Sweden--4.3 million. Leading artists, musicians and scientists produced a national TV special in 1989 to launch an educational campaign. The Natural Step became a nonprofit backed by the King of Sweden.

***My mission is to transform my company into a sustainable business—
one that does well by doing good – by using the principles of the Natural Step framework.
– Ray Anderson, CEO, Interface, world’s largest commercial floor covering manufacturer***

The Natural Step in Practice

IKEA, the world’s largest furniture manufacturer, became the first company to utilize it, soon followed by Electrolux (world’s largest appliance manufacturer), and Sweden’s railway, largest hotel and supermarket chains, biggest oil company, and McDonald’s. It was also adopted by rural communities and large cities like Stockholm who became “eco-





municipalities.” More than 500,000 young people became involved through the Swedish Youth Parliament for Sustainability, and thousands of farmers utilized the NSF to shift toward sustainable agriculture, saving money and reducing pesticide use 75%.

The Natural Step soon spread to numerous countries and was brought to North America in the mid 90s by *Ecology of Commerce* author Paul Hawken and MIT learning organization leader Peter Senge, author of *The Fifth Discipline*. It was first used by \$1.4 billion Interface, the world’s largest commercial floor covering manufacturer, which has saved more than \$300 million utilizing it. Sustainable forestry products manufacturer Collins Pine saved \$1 million a year. It also has been utilized by:

- Hundreds of businesses, including Interface, Starbucks, Home Depot, Nike, Bank of America, CH2M Hill Engineering, White Bear Racquet & Swim, Baltix Furniture and Lakewinds Natural Foods;
- Government agencies such as the State of Oregon and US Army and Navy;
- The American Planning Association;
- Numerous municipalities, including Seattle, Santa Monica, Madison and 19 Wisconsin municipalities;
- Hospitals such as Ridgeview Medical Center;
- Academic institutions such as the University of Texas, Houston; and
- Religious institutions.

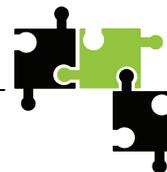
Four Principles of the Natural Step Framework (NSF)

The Natural Step was established with the purpose of developing and sharing a common framework composed of easily understood, scientifically based principles that serve as a compass to guide society toward a just and sustainable future. The NSF emphasizes that the only long-term, sustainable manner in which business and society can operate is within the Earth's natural cycles. This can be accomplished by meeting four basic sustainability conditions:

The Natural Step Framework (Natural Step www.naturalstep.org) holds that in a sustainable society, nature won't be subject to systematically increasing:

- 1... Concentrations of substances extracted from the earth’s crust;
 - 2... Concentrations of substances produced by society;
 - 3... Degradation by physical means;
- And, in that society,
- 4... people are not subject to conditions that systematically undermine their capacity to meet their needs.





To address the first three, strategies include both dematerialization (using less resources to accomplish the same task), substitution of alternatives, more efficient use of materials and the 3 Rs and 1 C: Reduce, Reuse, Recycle and Compost. To make these four principles more accessible to the public, the Alliance for Sustainability and other groups utilize an easy-to-understand, practical way of addressing the principles:

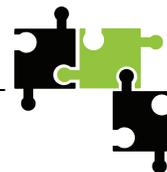
1. What We Take From the Earth: Mining and Fossil Fuels – Avoid “systematically increasing concentrations of substances extracted from the earth’s crust.” Simply, we need to use renewable energy and nontoxic, reusable materials to avoid the spread of hazardous mined metals and pollutants. Why? Mining and burning fossil fuels release a wide range of substances that do not go away, but rather, continue to build up and spread in our ecosystem. Nature has adapted over millions of years to specific amounts of these materials. Cells don’t know how to handle significant amounts of lead, mercury, radioactive materials and other hazardous mining compounds, leading to learning disabilities, weakened immune systems and stunted development. Burning fossil fuels contributes to smog, acid rain and climate change.

Action: We can reduce energy, purchase renewable energy and support sound public policies. We can walk, bike, carpool, use public transit and “eco-drive” (properly inflate tires, drive the speed limit and avoid sudden stops/starts - save 25-35% on fuel). We can reduce heating/cooling (save 20%), turn off computers (save \$120/yr) and use compact fluorescents (save \$25-50), LEDs, Energy Star appliances (30% energy saving), proper insulation, battery lawnmowers (save \$65/year), and “smart power strips” (save \$120/yr). We can decrease mined metals through recycling (cans, fluorescents, electronics), reused rings, rechargeable batteries (two save \$1000), non-mercury thermometers, soy inks, and sustainable building.

2. What We Make: Chemicals, Plastics, and Pesticides – Nature must not “be subject to systematically increasing concentrations of substances produced by society.” Simply, we need to use safe, biodegradable substances that don’t cause the spread of toxins in the environment. Why? Since World War II, our society has produced more than 85,000 chemicals, such as DDT and PCBs. Many of these substances don’t go away, but rather, spread and bio-accumulate in nature and the fat cells of animals and humans. Cells don’t know how to handle significant amounts of these chemicals, often leading to cancer, hormone disruption, improper development, birth defects and long-term genetic change.

Action: We can use non-toxic, natural cleaning materials (chlorine-free), personal care products (no anti-bacterial soap), toys, paints and renovation materials (formaldehyde-free). We can reduce plastics with reusable bags, plates, cups, cutlery, and water bottles, while reusing packaging, recycling containers and purchasing bio-based, compostable containers. We can use safe, natural pest control in our parks, schools, workplaces, homes and yards.





We can have chlorine-free spas/pools and use “green dry-cleaning”. We can eliminate factory farm feedlots and support sustainable agriculture by voting with our dollars by purchasing certified organic food and clothing. We can utilize used clothes and toys and then share them with others.

3. What We Do to the Earth: Biodiversity and Ecosystems – Nature must not “be subject to degradation by physical means.” Simply, we need to protect our soils, water and air, or we won't be able to eat, drink or breathe. Why? Forests, soils, wetlands, lakes, oceans and other naturally productive eco-systems provide food, fiber, habitat, oxygen, waste handling, and other essential goods and services. For millions of years they have been purifying the planet and creating a habitat suitable for human and other life. When we destroy or deplete these systems, we endanger both our livelihoods and the likelihood of human existence.

Action: We can reduce paper use through two-sided copying, electronic communication, cloth napkins, reusable shopping bags and getting off junk mail lists. We can purchase certified, sustainably-harvested forest products and use 100% post-consumer recycled content paper, tissues, towels, and toilet paper. We can eat lower on the food chain with an organic, plant-based diet and reduce or eliminate our consumption of endangered and factory farmed fish and seafood. We can protect and conserve precious water with low flow faucets, toilets and showers, native landscaping, green roofs and rain barrels and gardens. We can compost yard material and food scraps. We can encourage smart growth and protect wildlife habitat.

4. Meeting Human Needs - "People are not subject to conditions that systematically undermine their capacity to meet their needs." Simply, we can meet the fundamental needs of every human and consume less. Why? The US makes up only 4% of the world's population but consumes about 25% of its resources. People living in the lowest 20% by income receive only 1.4% of the world's income. Just to survive, they see no choice but to cut down rainforests, sell endangered species, and use polluting energy sources. The alternative Nobel Prize-winning work of Manfred Max-Neef shows how we can meet the fundamental needs of everyone, address our consumption addiction or "affluenza," and transform our lives and planet.

Action: We can support policies promoting social justice, health and a local living economy. We can smile, treat everyone with respect, connect with our neighbors, make socially responsible investments, purchase fair trade products, and donate our time/resources to create a sustainable community. We can practice a healthy lifestyle and encourage discussions about meeting fundamental needs, ask if we really need more stuff, and design our workplaces, homes and organizations to give us more of what we want (healthy, attractive and nurturing environments) and less of what we don't want (pollution, stress, expense).

