

IT'S EASY BEING GREEN



A HANDBOOK for EARTH-FRIENDLY LIVING

Crissy Trask

Its Easy Being Green A Handbook For Earth Friendly Living

Linsly Donnelly



Its Easy Being Green A Handbook For Earth Friendly Living:

It's Easy Being Green Chrissy Trask, 2006-01-23 Surveys find that over 80 percent of Americans agree with the goals of the environmental movement Sadly most Americans admit to doing little more than basic recycling when it comes to acting on that disposition What is the reason for this great divide between environmental sentiment in this country and individual actions Author and environmental consultant Crissy Trask seeks to answer this question and solve the disparity with a new book that makes it easy to be an environmentalist no matter how busy or hectic your lifestyle **It's Easy Being Green** Crissy Trask, 2006-01 Provides a comprehensive guide to adopting greener buying habits and identifying earth friendly products shopping for green products online participating in online activism and learning tips for cultivating a sustainable environment such as collecting rainwater from your roof to use in the garden submerging a plastic bottle in your toilet tank to save one quart of water per flush and more Original **It's Easy Being Green** Chrissy Trask, 2006-01-23 Surveys find that over 80 percent of Americans agree with the goals of the environmental movement Sadly most Americans admit to doing little more than basic recycling when it comes to acting on that disposition What is the reason for this great divide between environmental sentiment in this country and individual actions Author and environmental consultant Crissy Trask seeks to answer this question and solve the disparity with a new book that makes it easy to be an environmentalist no matter how busy or hectic your lifestyle This is a day to day guide with simple practical suggestions that anyone can put into action

The New Rules of Green Marketing Jacquelyn Ottman, 2017-10-19 For too long marketers of sustainable goods and services have targeted deep green consumers to promote their products and they have little to show for their efforts In this innovative book Jacquelyn Ottman shows how the green market has moved beyond such niche marketing and how marketers will find greater success promoting the inherent superior value of their offerings Greener products are now available within every industry and are a part of our everyday lives But they didn't get to be so ubiquitous just because they are better for the planet Whether they were promoted as such or not sales of green products have grown so fast because of the added value they provide health superior performance good taste cost effectiveness or simply convenience This central emphasis on primary benefits the new rules is critical to winning over the mainstream consumer and to driving overall organizational growth The New Rules of Green Marketing helps readers understand why value based sustainability marketing has become a critical organizational capacity and how readers can adopt this approach in their own organizations Illustrated by examples from both international mainstream and the more niche deep green leaders who are showing everyone else the way the book provides practical strategies tools and inspiration for building every aspect of a credible value based green marketing strategy including How to use a proactive approach to sustainability to spur innovation How to frame environment related benefits with relevance to mainstream brands How to communicate with credibility and impact and avoid greenwashing How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of

one's offeringsHow to best take advantage of recent technological advances in social mediaDrawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE Nike HSBC Method Starbucks Timberland HP NatureWorks Philips Procter Gamble Stonyfield Farm and Wal Mart this book shows how market leaders are edging out the competition using effective value first marketing strategies This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century Whereas earlier works focused on readers who were less familiar with green initiatives this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers

Nonprofit Guide to Going Green Ted Hart,2009-12-09 The definitive practical go to resource guide on helping all charities become more green *Nonprofit Guide to Going Green* is your comprehensive learning tool to guide nonprofits and NGOs towards becoming greener A desktop reference for any charitable organization to become greener this essential book gives your organization the support it needs to take proactive steps to protect the environment while fulfilling its mission Timely and clearly written with contributions from experts from around the globe *Nonprofit Guide to Going Green* leads the way in helping charities in all countries meet this challenge Helps nonprofits green their efforts and carbon footprint Shows CEOs presidents deans marketing officers board members proactive steps they can take to protect the environment Teaches how to do a self audit and plan for a more environmentally sensitive future *Nonprofit Guide to Going Green* delivers a timely and essential call to action for this new century Can your organization afford not to go green

Eco-Beautiful Lina Hanson,2009-05-12 The eco friendly and organic segment of the personal care market is the fastest growing in North American cosmetics increasing by 30 percent every year For the millions of women who seek a more natural holistic beauty regimen as well as those with sensitive or problem skin this gorgeous full color book is an indispensable guide to beauty products that are not only good to the earth but also kind to the skin In *Eco Beautiful* Hollywood makeup artist Lina Hanson reveals the techniques and products she uses to create stunning looks for celebrity clients such as Natalie Portman Ellen DeGeneres Mandy Moore and Naomi Watts using eco friendly cosmetics She describes in detail an easy to follow skin care regimen for fresh glowing skin the ingredients to seek out in a product and the ones to avoid quick and easy application tips to make eyes pop lips pout and cheeks glow green recipes for her signature daytime and evening looks from Business Chic to Sexy Vixen makeup techniques inspired by the four seasons as well as looks tailored to a woman's age and lifestyle With before and after application photos helpful information and green product suggestions in every price range this is a beauty book like no other truly eco friendly and eco beautiful

In the Light of Humane Nature Arthur B. Weissman,2018-10-01 This engaging book encourages us to tap into humanity's highest ideals to solve environmental and social problems and become better people in the process Despite significant progress in recent decades the environmental crisis is far from over We know what needs to change but we don't seem to

know economically politically or socially how to stop the juggernaut of destructive development and resource depletion Something continues to undermine our efforts to become a truly sustainable society This book highlights the positive accomplishments we have made recently in greening the economy but also exposes the underlying causes of our continued march toward disaster A seasoned environmental professional Arthur Weissman argues that what causes our environmental problems and stymies solutions ultimately relates to human values and our attitudes toward the world around us including other humans other species and nature as a whole We will attain our true relationship with nature only when we embrace the highest human values In the Light of Humane Nature weaves personal narrative and autobiographical details with professional and philosophical discourse Weissman sticks to essential concepts we can all comprehend and presents the changes we need to make in our moral and aesthetic outlooks to connect with our highest human values so that we may achieve a sustainable and humane world

Smart Shopping Jeanne Nagle, 2008-08-15 Offers tips for how to shop both smart and green

The New Rules of Green Marketing Jacquelyn A. Ottman, 2011-02-07 Green products have been around since the 1970s but it's only in recent years that they've become ubiquitous That's because savvy green marketers are no longer targeting deep green consumers with a save the planet pitch Instead they're promoting the added value their products provide better health superior performance good taste or cost effectiveness In this innovative book Ottman argues that emphasizing primary benefits the New Rules is critical to winning over the mainstream consumer Drawing on the latest poll data and incorporating lessons learned from her clients and other leading sustainable brands including GE Nike Method Starbucks Timberland HP NatureWorks Procter Gamble Stonyfield Farm and Wal Mart Ottman provides practical strategies tools and inspiration for building every aspect of a credible value based green marketing strategy She covers such topics as spurring innovation through a proactive approach to sustainability developing products that are green throughout their life cycle communicating credibly to avoid accusations of greenwashing teaming up with stakeholders to maximize outreach to consumers taking advantage of social media and much more The New Rules of Green Marketing captures the best of Ottman's two previous groundbreaking books on green marketing and places it within a 21st Century context Focusing on a new generation of marketers who likely grew up with an appreciation for sustainability it provides in one place essential strategies tools and inspiration for connecting effectively with mainstream consumers

Happy-Go-Local Linsly Donnelly, 2010-02-18 CSAs or farmers markets Upcycling or freecycling Carpools or staycations All of the above They're all great choices but how do you decide where your family's time and energy is best spent In Happy Go Local Linsly Donnelly shares countless ideas from her own experience in living locally to help you raise a happy and sustainable family From community swaps to cooking co-ops her approachable step by step style will inspire you to make changes that bring your family neighborhood and town together one compost pile at a time Featuring interviews and tips from professionals in the sustainable movement this all in one guide takes the guesswork out of living locally and is one item you won't want to recycle

Green Property Catherine Dawson,2008-07-03 *Green Property* is for those who want to change their property and lifestyle to one more ecologically sound and in tune with their environment yet who may lack the scientific knowledge to do so In addition it provides useful commentary on energy efficiency which could be a vital part of assembling your Home Information Pack Uniquely wide in scope it offers advice for anyone involved with property containing information for home owners buyers and sellers borrowers investors landlords tenants and developers self builders and gardeners It is aimed at helping anyone make the right decisions for truly green living The book also contains a host of useful contact information including addresses and websites details of national and local schemes information about grants discounts and free offers and advice on buying and sourcing materials *Pets and the Planet* Carol Frischmann,2010-01-26 This book gives you all the information you need to understand sustainability in the context of pet ownership and arms you with the know how to make the best choices for your pet and the planet It explains the environmental consequences of pet ownership and offers alternatives to the everyday choices any pet owning family makes from choosing pet food and buying pet equipment and toys to disposing of pet waste and avoiding household toxins Thoroughly researched and packed with realistic guidelines for putting ideas into practice *Pets and the Planet* is a virtual roadmap for sustainable pet parenthood *Ecopreneuring* John Ivanko,Lisa Kivirist,2009-03-01 How to grow your own green business from the ground up ***Green Jobs*** A. Bronwyn Llewellyn,James P Hendrix,2008-03-01 Going green isn't just recycling any more With this comprehensive guide readers can find the job of their dreams and sleep better at night ***The Green Year*** Jodi Helmer,2008-12-02 Go green one day at a time Do something every day Most of us want to do the right thing for the environment but making the commitment to change our fast paced convenience oriented lifestyles can be more than a little daunting What's the answer Take that giant commitment and cut it up into 365 little commitments that get met one day at a time *The Green Year* does just that More than a calendar it offers simple practical affordable and engaging activities that make going green a blessing rather than a burden In addition to these easy green suggestions readers will find in *The Green Year* The why behind each activity what makes it good for the environment and the reader A quick how to for any activity that requires it Room for readers to write in their own creative alternatives Helpful illustrations *Unbored* Joshua Glenn,Elizabeth Foy Larsen,2013-07-18 *Unbored* is the book every modern child needs Brilliantly walking the line between cool and constructive it's crammed with activities that are not only fun and doable but that also get kids standing on their own two feet If you're a kid you can Build a tipi or an igloo Learn to knit Take stuff apart and fix it Find out how to be constructively critical Film a stop action movie or edit your own music Do parkour like James Bond Make a little house for a mouse from lollipop sticks Be independent Catch a bus solo or cook yourself lunch Make a fake exhaust for your bike so it sounds like you're revving up a motorcycle Design a board game Go camping or glamping Plan a road trip Get proactive and support the causes you care about Develop your taste and decorate your own room Make a rocket from a coke bottle Play farting games There are gross facts and fascinating stories

reports on what stuff is like home schooling working in an office Q As with inspiring grown ups extracts from classic novels lists of useful resources and best ever lists like the top clean rap songs stop motion movies or books about rebellion Just as kids begin to disappear into their screens here is a book that encourages them to use those tech skills to be creative try new things and change the world And it gets parents to join in Unbored is fully illustrated easy to use and appealing to young and old girl and boy Parents will be comforted by its anti perfectionist spirit and humour Kids will just think it s brilliant

Green Travel Guide to Northern Wisconsin Pat Dillon,Lynne Diebel,2011-10-25 Green Travel Guide to Northern Wisconsin showcases the best green restaurants lodgings shops and activities in Wisconsin s Northland Learn about exploring the cliffs and caves of the Niagara Escarpment while biking the Door Peninsula Carpool to the Midwest Renewable Energy Fair in Custer where you can stay at a nearby solar powered inn Take an all day eco geo history tour of the north woods near Hayward explore the Chequamegon Nicolet Forest kayak the Mississippi River backwaters and much more

Air Robert Gardner,2011-01-01 Be green It is important to keep Earth s air clean Using the scientific method readers perform hands on experiments that explain the properties of air how to conserve energy while heating and cooling air and how to reduce air pollution Readers who are interested in science fairs will find many ideas for science fair projects

Green Travel Guide to Southern Wisconsin Pat Dillon,Lynne Diebel,2010-06-30 Green Travel Guide to Southern Wisconsin surveys the best green restaurants lodgings shops and activities southern Wisconsin has to offer Dine at independent locally owned eateries that serve up delicious fare grown and raised by farmers right down the road Overnight at peaceful inns that sponsor workshops on topics ranging from cheesemaking to sustainability Scour markets that sell locally foraged mushrooms berries and syrups as well as arts and crafts created by local artisans Bicycle through southern Wisconsin stopping at small scale farms where travelers are not only welcome but encouraged to visit Honorable Mention Foreword Magazine s Travel Guidebook of the Year **Protecting Earth's Land** Valerie Rapp,2015-08-01 Nearly all living things depend on Earth s land and its resources to survive But did you know that people do many things that hurt the land The damage sometimes destroys forests which are home to diverse ecosystems and are important in producing oxygen and water And in many parts of the world damaged land produces less food less wood and less of many things that people need We must join together in the quest to find better ways to use and take care of Earth s land With engaging text and eye catching images plus a special Going Green section this book tells you all about Earth s land and what you can do to protect it

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