

SHOPPING

“The future belongs to those who understand that doing more with less is compassionate, prosperous, and enduring, and thus more intelligent, even competitive.” ~Paul Hawken

COSTS OF CONSUMERISM

In many ways, we have become a nation of consumers instead of citizens. Many of us use shopping as a way to feel good about ourselves and find happiness, but studies show that our collective happiness has actually decreased despite having more stuff than ever before.¹ Rather than focus on the quality of our lives, the primary focus for many people is on the quantity of stuff in our lives, such as money, cars, stylish clothing, or fancy electronics.² “We have the illusion of consumer freedom, but we’ve sacrificed our community life for the pleasure of purchasing lots of cheap stuff.”³ If everyone lived as we do in the US it would take between 3-5 planets to sustain us. Some estimates show that even this claim is conservative and that it could actually take as many as 10 planets to support our lifestyles. Advertisers spend billions of dollars a year to convince us that we will be happier and more fulfilled if we buy the right clothes, drive the right car, own the newest technology. A Worldwatch study indicated that most Americans can identify over 1,000 corporate logos on sight, but can identify fewer than 10 plants and animals native to their own backyard.⁴

The success of our current economy is based on the concept of endless growth, which ignores the fundamental reality that we live on a planet with finite resources.⁵ Ever increasing and irresponsible consumption is putting a catastrophic strain on the environment, causing pollution and climate change, and destroying our ecosystem. Our economy has been able to grow at an unimpeded rate because global economic markets fail to reflect the true and full cost of the products we buy. As a result, we are making decisions that are threatening civilization. Many of the costs of doing business are externalized; meaning that the true cost of the products we buy are not reflected in the price we pay. Examples of this include:

- * The costs to the environment where raw materials are mined or harvested
- * The costs to the workers who are paid unfair wages
- * The cost to the health of the people who live near and work in factories or manufacturing plants that contaminate our air, water and soil
- * The cost of the oil used to transport the product to the store
- * The cost of the wars we fight to protect our access to oil
- * The cost to the climate from the emissions released during transport



Our expectation and demand for cheap, abundant products give companies an incentive to move their factories to countries where people will work for next to nothing and environmental protection laws are extremely lenient or nonexistent. Perhaps no industry better exemplifies the hidden costs of our consumption than the clothing industry. The world now consumes about 80 billion new pieces of clothing every year.⁶ The average American generates 82 pounds of textile waste each year, only about 15% of which is recycled.⁷ Like foodwaste, when clothing sits in landfills it emits methane, contributing to global climate change. Cheap clothing for consumers and billions of dollars in profits for clothing companies comes at a high cost to the workers who make those clothes. They are some of the lowest paid workers in the world and many are not protected from exploitation and human rights violations. On April 24, 2013, the Rana Plaza building collapsed, killing over 1,100 garment workers, mostly young women.⁸ This is far from an isolated incident.

Alongside consumption, inequality and poverty are increasing at an alarming rate.⁹ The social and economic gap between the world’s richest and poorest billion people continues to widen and has no historical precedent. The poorest billion are trapped at subsistence level while the richest billion are becoming wealthier with each passing year. The economic gap can be seen in the contrasts in nutrition, education, disease patterns, family size, and life expectancy. Over 3 billion people survive on less than \$2.50 per day.¹⁰

Americans are among the most conspicuous consumers on the planet, constituting 5% of the world's population but consuming 30% of the world's resources.¹¹ A child born in the United States will drain as many resources as thirty-five natives of India.¹² The rates at which people consume resources and produce wastes are about 32 times higher in North America, Western Europe, Japan and Australia than they are in the developing world.¹³ Should the populations of China or India meet U.S. consumption rates, global consumption would skyrocket. "It would be as if the world population ballooned to 72 billion people."¹⁴

What is the true cost of consumption for the average American? We are working more than ever. Americans enjoy less leisure time at home and put in longer hours at work, amounting to two or more work weeks per year, than workers in other industrialized nations.¹⁵ Since 1967, we've added 167 hours to the total amount of time we spend at work each year. We should stop and ask ourselves, why we are working so hard. Is it so that we can buy more stuff? Is stuff what makes us feel the most happy and fulfilled?

Our current trends of income inequality, polluting production methods, exploiting poor workers for cheap goods, unbalanced work lives and consumption focused lifestyles are wholly unsustainable. We must find a better way.



Action Items

What the City of Santa Monica is Doing:

BUY LOCAL SANTA MONICA

Buy Local Santa Monica is a campaign that was created by representatives of the Santa Monica business community and the City of Santa Monica to support local businesses and raise awareness of the community, economic and environmental benefits of choosing local first. There are currently 360 local businesses participating. Other local partners include Sustainable Works, the Santa Monica Farmer's Market, and the Santa Monica-Malibu Education Foundation. To find out more: www.buylocalsm.com.

Buy Local Santa Monica. It makes a difference. When you patronize local restaurants and retailers, thrift stores, non-profits, and co-work spaces, your dollars support our community, our public schools and a sustainable Santa Monica! A strong local economy starts right here at home – so think Santa Monica first, and THANK YOU for buying local!

WHY BUY LOCAL: EIGHT GREAT REASONS...

1. It keeps dollars in Santa Monica's economy, supporting our schools, parks and vital community services. For every \$100 spent at a Santa Monica business, \$45 stays in the community. The benefits are even higher if you shop at a locally-owned, independent store with an estimated \$68 out of \$100 returning to the community through taxes, payroll and other expenditure (Civic Economics, 2008). Spending locally ensures that your sales taxes are reinvested right here in Santa Monica.
2. It helps the environment by reducing traffic and air pollution and helping to conserve land. In short, buying local reduces your carbon footprint.
3. It creates and keeps local jobs. Local businesses hire locally, creating jobs in the community for people of all ages. Our 360 Buy Local businesses employ 1,665 Santa Monica residents
4. It helps to keep us unique, with businesses that are diverse and distinctive.
5. It nurtures our community, by supporting businesses committed to reinvesting in Santa Monica.
6. It creates more choice. Local businesses often carry a wider array of unique products, including things that are locally-made and/or produced.
7. It spurs entrepreneurs, the lifeblood of California's economy.
8. It's fun! Explore Santa Monica. Discover what our local businesses have to offer.

Buy Local
SANTA MONICA



GREEN BUSINESS PROGRAM

In an effort to recognize and certify the outstanding green businesses in our community and promote their services, the City of Santa Monica offers a Green Business Certification program, administered by Sustainable Works. Santa Monica is also a member of the California Green Business Program Network.

Businesses must complete a checklist confirming all of the required and optional 'green' measures are in place. Once environmental and resource efficiency standards are achieved, certified businesses enjoy the following benefits:

- Window decal and digital logo use
- High profile business listings and promotional benefits
- A strengthened bottom-line through operating efficiencies
- Invitation to exclusive Sustainable Santa Monica events
- Membership in the California Green Business Network and

For more information, visit www.smgbc.org



DO YOU...

- * THINK ABOUT WHERE YOUR CLOTHES COME FROM AND HOW THEY ARE MADE?
- * BUY SOMETHING YOU NEVER USE OR WEAR?
- * BUY MORE THAN YOU NEED SIMPLY BECAUSE IT'S ON SALE?
- * CONSIDER THE RESOURCES THAT GO INTO MAKING YOUR EVERYDAY PURCHASES?

NOW YOU CAN...

1. PURCHASE FEWER PRODUCTS.

Buy Only What You Need. Before making purchases, ask yourself:

- * How was it produced?
- * How will I consume it?
- * Where will I store it?
- * How will I dispose of it?

Participate in Collaborative Consumption/**Product Service Systems** (PSS), companies that sell the service the object provides rather than the physical product. PSS's unite business goals and environmental goals by growing the customer base while greatly reducing resources. Current business practices encourage planned or perceived obsolescence. PSS's incentivize businesses to manufacture durable goods that are repairable or upgradable as they maintain ownership of those goods. Additionally businesses create an ongoing relationship with the customer rather than simply at point of sale. Customers get what they really want, which is the use of the product, without the hassle of ownership. Well designed PSS's should be less expensive for the customer than ownership.

- * Peer-to-Peer Car Sharing: RelayRides.com, Getaround.com, Zipcar.com
- * Ride sharing: Zimride.com, Nuride.com, Lyft.com and Uber.com
- * Solar Power sharing: SolarCity.com
- * Toy Rental: BabyPlays.com,
- * Fashion Sharing: BagBorroworSteal.com, renttherunway.com
- * Movie Sharing: Netflix.com, Hulu.com, smp1.org
- * Peer Rental: Rentcycle.com, Santamonicabikeshare.com, <https://bikeshare.metro.net>
- * Neighborhood Rental: Neighborrow.com, Neighborgoods.com

More information and examples on Product Service Systems can be found at collaborativeconsumption.com

2. SUPPORT COLLABORATIVE LIFESTYLES.

The ability to connect with people quickly and cheaply through the internet enables the sharing of more than just physical goods. Community networks are now forming to provide opportunities for **Collaborative Consumption**, or the sharing and exchanging of not only physical items but also assets such as time, space, skills, and money. Visit: collaborativeconsumption.com

- * Coworking: CitizenSpace.com, HubCulture.com, <http://rocunited.org/la>, <https://www.samoco.co>, <https://www.wework.com>
- * Community lending: Prosper.com, LendingClub.com, BrightNeighbor.com
- * Community currencies: Ven - hubculture.com/groups/237, TimeBanks.org, JustAddSpice.org, bitcoin.org/
- * Peer-to-Peer Travel: CouchSurfing.org, Airbnb.com, Roomorama.com
- * Taxi Sharing: Taxi.to, Uber.com, Lyft.com
- * Bartering: Barterquest.com, OurGoods.org, ITEX.com, Bartercard.com
- * Gardens: UrbanGardenShare.org
- * Skill sharing: skillshare.com
- * Shared Studios/Workshops: TechShop.ws



- * Neighborhood Support: WannaStartACommune.com, IC.org, nextdoor.com

Join a **Cooperative**. A cooperative business is owned and democratically controlled by its member-owners -- people who have organized to provide themselves with needed goods and services. A cooperative takes advantage of economies of scale by pooling buying power. A cooperative returns any profits, after bills are paid and money is set aside for operations and improvements, to the co-op members. Four out of every ten Americans have come to depend on cooperatives for a range of goods and services.

- * Check out coopdirectory.org to find a co-op near you

3. REDISTRIBUTE USED GOODS.

The best use of the embodied energy in an existing unwanted product is to redistribute that product to where it is wanted. Donate to or shop at thrift stores, vintage shops and yard sales or utilize some of the ever increasing virtual marketplaces to purchase, sell or donate used goods.

Santa Monica local - www.friendsofsmpl.org & Annual Santa Monica Citywide Yard Sale

Large Marketplaces: craigslist.com, eBay.com, Amazon.com

Free Exchanges: Freecycle.org

Book Swaps: Paperbackswap.com, Bookmooch.com

Baby goods and toy swaps: Toyswap.com, thredUp.com

Clothing Swaps: Swapstyle.com, DigNSwap.com

Media Swaps: Swap.com

4. CHANGE YOUR BEHAVIOR.

Bring your own cloth bag. It's easy to do and diminishes the demand for natural resources for the production of paper or plastic. It also reduces the amount of waste going to landfills. Keep a few bags in the car for when you forget to grab them from home. Carry a canvas or net tote bag when you do all your shopping not just shopping for groceries.

Reject the idea of retail therapy. Join the Global Happiness and Wellbeing Movement. Take the happiness survey at <http://www.happycounts.org/and> learn to balance your life by assessing it on wellbeing and happiness rather than economic status.

5. SHOP WITH SUSTAINABILITY IN MIND.

We recommend that for every item you buy, you think of how it was produced, how you will consume it, store it, maintain it and dispose of it. Buy only what you need.

Investigate the latest eco-products

- * greenerchoices.com
- * Teens Turning Green Dorm Guide

Teens Turning Green is working to educate college kids on campuses across the country about eco-friendly choices from bodycare products to easy dorm cleaning and healthy food choices. Visit: <http://www.teensturninggreen.org/wordpress/wp-content/uploads/2013/07/PGD-checklist-v3.pdf>

Purchase the most sustainable electronic appliances. greenpeace.org/electronics

If you own a business, choose a Sustainable Merchants Services Company



- * ChangeCommerce helps successful businesses make more money through better Web Design, Internet Marketing and Credit Card Processing, all while giving back 10% to each client's favorite cause and reforesting the planet. Visit changecommerce.com

- Avoid items made with **sweatshop** labor. Learn more about how your clothing and products were produced.

For tips on how to purchase sustainable and ethical apparel, visit the <http://apparelcoalition.org>

- Certain products can be purchased in larger quantities and stored properly for less waste (e.g., buy a large gallon size olive oil). You can then use smaller bottles and create flavored oils such as basil oil, hot pepper oil and so on. Remember: Buying in bulk as an environmental option is a way to reduce packaging. Buying lots of individually wrapped merchandise in one "bulk" package, does not fit the criteria of environmentally friendly bulk purchasing! You just buy more packaging at a time as opposed to buying less packaging!

- * Buy from bulk food bins. They are available in many supermarkets for items such as nuts, candies, pasta, dried foods, etc. You save on packaging and often bulk purchases cost less too! Bring your own containers to fill so you don't waste the plastic bags.

- Buy local. Transportation consumes huge amounts of fossil fuels and adds to greenhouse gas emissions. Visit buylocalSM.com to learn more.

- Pay attention to labels to avoid purchasing products that use greenwashing.

Visit the Support Tools to learn the 7 sins of greenwashing.

- * Look 1 more



Look below on the items you buy and visit greenerchoices.org/eco-labels or newdream.org to learn

Green Seal - an independent organization whose purpose is to set standards for and certify a wide variety of environmentally sound products.



Scientific Certification Systems – provides third-party verification for forestry and land use projects that seek to provide climate benefits by reducing greenhouse gas emissions.



Forest Stewardship Council's mission is to promote and enhance well-managed forests through credible certification that is environmentally responsible, socially acceptable, and economically viable.

- Purchase products with high post consumer recycled content.

- Purchase Tree Free. There are a variety of tree free products available these days. Try paper made from kenaf or hemp.

- Buy Reusable, Recycled or Recyclable Products and Packaging

- * Look for reusable, durable alternatives rather than single-use products.
- * Look for recycled content information on a product or package. Buying recycled products helps to ensure a market for the materials we recycle.
- * Choose recyclable packaging, especially materials that can be recycled many times such as aluminum, steel, glass, and paper board. Select plastic sparingly. Though plastic is recyclable it is mostly downcycled into a lesser form of plastic. Also, make sure that the material is included for recycling in your local program.
- * Avoid buying packaged foods with disposable, non-reheatable microwave dishes. If you must buy them, the dishes can be



- * re-used as picnic plates, plant saucers or pet dishes.
 - * List all the things you can recycle through your city's curbside program or your local recycling center. Then list the things in your trash that are non-recyclable. Next time you go shopping, look for recyclable substitutes.
- Buy **organic** products. Choosing products made out of organic materials and ingredients is not only healthier and safer for you and your family; it also helps protect the ground water, farmers, and wildlife. This is true not only for food, but also for clothing, mattresses, linens and house wares.
 - When selecting computer equipment search the comprehensive EPEAT database at epeat.net. EPEAT is a system that helps purchasers evaluate, compare and select electronic products based on their environmental attributes. The system currently covers desktop and laptop computers, thin clients, workstations and computer monitors.
 - Choose imports wisely. Remember that the carbon footprint of imports is sometimes higher depending on how products are produced.
 - Avoid products made out of tropical hardwoods. Over 4,000 acres of rainforest are destroyed every minute to furnish American living rooms. Choose sustainably harvested rainforest products, nuts and fruits that help support traditional people and discourage destruction of resources.



6. SUPPORT SUSTAINABLE BUSINESSES.

- Directories of eco-friendly retailers, services, and organizations greenopia.com and ecovian.com.
- Santa Monica's Green Business Certification Program recognizes and certifies outstanding green businesses. The program helps support green businesses and their services by displaying them on the city's website as well as providing them with certificates that the businesses can display within their store. Go to smgbc.org for a list of all certified green businesses.
- Research the environmental position of a company prior to purchasing greenamericatoday.org/programs/responsibleshopper.
- Shop Locally. Support small "mom and pops" owned possibly by your neighbors. According to a Case Study prepared by Civic Economics for Livable city Austin, "Local retailers generate substantially greater economic impact than chain retailers; development of urban sites with directly competitive chain merchants will reduce the overall vigor of the local economy and lastly modest changes in consumer spending habits can generate substantial local economic impact. To view the full report go to: liveablecity.org."
- Shop at thrift stores. You will be supporting the local economy, diverting waste and reducing the demand for new products. Many also support charitable causes.
- Shopping online versus shopping in store:
 - * "Shopping online is better if you live in the suburbs, or are surrounded by Mega-Marts, have to drive more than six or eight miles each way to go shopping, are scrupulous about bundling online orders, choose ground shipping rather than overnight air, and are more concerned about fossil fuel use than packaging waste/recycling."¹⁶ If you do shop online avoid next day air. Ship products using USPS ground since they come to you home to deliver your mail 6 days a week anyway.
 - * Internet shopping saves delivery energy. Surface delivery uses a tenth as much energy as an average trip to the store by car; even overnight air uses 40% less fuel.
 - * Purchase software and music over the Internet.
 - * "Shopping in-store is better if you can get what you need at a location that shows up on something like your "local Walk Score Map (walkscore.com), you can ride your bike (or take the bus or metro) to your store of choice, or are buying goods made locally, you're better off trundling down to the Stop 'n Shop."¹⁷
 - * Web advertising and catalogs reduce the need to print and mail catalogs and direct mail pieces. That could save 2.7 million tons of paper annually and cut greenhouse-gas emissions as much as taking 2 million cars off the road.
- Spend your money with companies that reflect your values.
 - * Purchase gifts and register for your wedding at places like gaiam.com or realgoods.com.
- Shop at Green Local Stores. Also look for local green stores on greenopia.com and ecovian.com.

Aura Shop
2914 Main Street
Santa Monica CA, 90405
(310) 584-9998

Baby Daze Boutique
1706 Ocean Park Blvd.
Santa Monica CA, 90405
(310)692-9650

7. BOYCOTT.

“Believe it or not - we have in our hands the potential to radically affect issues concerning human rights, environmental protection, and economic justice with our daily living habits.” Vote with your Dollar!

Make a statement with your resources. Boycotts stem from consumers' frustration with the effect a company, a policy, or a product has on society. They change social, environmental, and political issues into economic variables so that the issues “can be acted upon by consumer ‘voting behavior,’ consisting of decreased dollar expenditures in the retail marketplace”.¹⁸

- * You have to let the companies/organizations/agencies you are boycotting know you are engaged in a boycott in order for results to manifest. Write a letter to the organization you are boycotting and tell them that they are being boycotted and why. Tell your friends about your decision and ask them to participate.
- * Consumer pressure works. People made a difference to dolphins! The U.S. and Europe are the biggest markets for canned tuna. But when hundreds of thousands of dolphins died as by catch in purse seine nets, concerned consumers forced the tuna industry to change by boycotting non-dolphin safe tuna.

For more information on boycotting and choosing the boycott target, visit Green America's website and download their FREE Boycott Organizer's Action Guide Page at greenamerica.org/programs/boycotts/

8. PRACTICE SOCIALLY RESPONSIBLE INVESTING.

Invest responsibly. Invest in companies that are socially responsible and environmentally conscious. You can pick from many stocks, mutual funds and money market funds that are good for both people and the planet.

Invest in 'B' (Benefit) Corporations. Certified B Corporations are a new type of corporation, which use the power of business to solve social and environmental problems. B Corps, unlike traditional businesses:

- * Meet comprehensive and transparent social and environmental performance standards
- * Meet higher legal accountability standards
- * Build business constituency for public policies that support sustainable business.
- * For more information on Benefit Corporations visit: <http://bcorporation.net/>

Microfinance. Help offer poor or low-income clients sustainable financial services.

- * FINCA - finca.org - sets up community banks in small villages in developing countries.
- * GlobalGiving - globalgiving.com - offers a money-back guarantee if you don't like the results, and heads up American projects like helping people affected by Hurricane Katrina.
- * Grameen Foundation - grameenfoundation.org - the original microlender, credited with reducing rural poverty in Bangladesh by 40%.
- * Kiva - kiva.org - lets you choose a project; loan \$25 or more, and you'll receive updates on how the money's being spent - and the idea is that you'll be repaid.

Certified



Corporation[®]

bcorporation.net

9. GIVE GIFTS WITHOUT GARBAGE.

Every year Americans throw away four million tons of giftwrap and shopping bags. That's about 5,787 NFL football fields worth of wrapping.¹⁹

Give gifts with little or no packaging “gifts without garbage.” Houseplants, movie tickets, gift certificates or a compost bin are all packaging free! According to Natural Home Magazine:

- * Every year from Thanksgiving to New Years Day, one million extra tons of trash is generated each week, a total of five million tons per season.
- * If every household reused just two feet of ribbon at holiday time, the resulting 38,000 miles of ribbon could tie a bow around the earth.
- * If everyone sent one less holiday card, 30,000 cubic yards of paper would be spared.

Send electronic greeting cards online instead of buying paper.



10. GET ACTIVE.

Volunteer

- * Sweatshop Watch
- * **Fair trade** organizations
- * Co-opportunity or another local cooperative

Write a letter

- * Write your local representatives and tell them to engage in sustainable purchasing practices.
- * Write to a chain that you buy from and tell them not to engage in sweatshop practices.
- * Write your local stores and ask them to carry more products made from post consumer waste.
- * Sign the buy local community pledge at buylocalsm.com

Participate in the following thematic events:

- * Buy Nothing Day- the Friday after Thanksgiving
- * Fair Trade Day – Second Saturday of May
- * Indigenous People’s Day – Second Monday of October
- * Santa Monica Buy Local Events visit: <http://www.buylocalsantamonica.com/events/>

Consider a Green Job, or making your current job more sustainable.



GREEN JOBS – SHOPPING

* **Green Entrepreneurs** – Green entrepreneurs are the founders of businesses that produce or provide green/sustainable products and services. Some specialize in business start-ups and tend to move on to new business challenges once the business is established. Others help get the business established and then continue on as part of the management team. A successful entrepreneur generally has extensive experience and a comprehensive skill set that usually requires some formal education or training. An increasing number of public and private colleges are now offering “green MBA” programs. The earnings for entrepreneurs range from little or nothing to well over \$100,000. Some business owners and chief executive officers make millions of dollars in salaries and other benefits.

➤ See resources in the Introduction chapter for websites

* **Green Designers and Marketers** – Green marketers help clients develop concepts for new products with less environmental impact and strategies for reaching green consumers. Training in green product design and marketing is available from many institutions, including The Rhode Island School of Design and the Center for Sustainable Design of the Stuart Graduate School of Business at the Illinois Institute of Technology in Chicago.

➤ See greenmarketing.com for an example of one company specializing in this field.

➤ Also see risd.edu and clfm.iit.edu for training programs.



➤

SUPPORT TOOLS



SEVEN THE ~~SIX~~ SINS OF GREENWASHING™



Green-wash (grin'wosh', -wosh') – verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

Example: Paper is not necessarily environmentally preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.



SIN OF IRRELEVANCE

An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products.

Example: 'CFC-free.' This is a frequent claim despite the fact that CFCs are banned by law.



SIN OF NO PROOF

An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.

Example: Facial tissues or toilet tissue products that claim to be 100% recycled content without providing evidence.



SIN OF FIBBING

Environmental claims that are simply false.

Example: Products falsely claiming to be Energy Star certified or registered.



SIN VAGUENESS

A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer.

Example: 'All-natural.' Arsenic, uranium, mercury and formaldehyde are all naturally occurring, and poisonous. All cats are felines, not necessarily green!



SIN OF LESSER OF TWO EVILS

A claim that may be true within the product category, but that risks distracting the consumer from the greater environmental impacts of the category as a whole.

Example: Organic cigarettes and fuel-efficient sport-utility vehicles.



SIN OF WORSHIPPING FALSE LABELS

A product that, through either words or images, gives the impression of a third-party endorsement when no such endorsement actually exists; false labels, in other words.

Example: Manufacturers who add their own label to a product with images or statements such as, 'This product fits into global warming.'



WWW.SINsofGREENWASHING.ORG



GLOSSARY OF KEY TERMS

Boycott: to refuse to buy a product or take part in an activity as a way of expressing strong disapproval.

Collaborative Consumption: an alternative to traditional consumerism that embraces sharing, bartering, lending, trading, renting, gifting, and swapping reinvented through network technologies on a scale and in ways never possible before.

Cooperative: A cooperative is a business or organization that is owned and democratically controlled by its member-owners -- people who have organized to provide themselves with needed goods and services.

Fair Trade: Fair trade is an organized social movement and market-based approach that aims to help producers in developing countries make better trading conditions and promote sustainability. The movement advocates the payment of a higher price to producers as well as higher social and environmental standards. It focuses in particular on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate, flowers and gold.

Green Seal: an independent, non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. They provide a Green Seal Certification for products and services that meet the criteria.

Greenwashing: the practice of companies promoting false claims about the environmental friendliness of their products or company policies. This is often done to conceal or disguise environmentally damaging actions, practices or ingredients.

Local washing: similar to greenwashing, this is the practice of companies falsely claiming that their products are locally made or grown in order to take advantage of consumers' growing interest in purchasing local products.

Product Service Systems (PSS): sell the service the object provides rather than the physical product. PSS's unite business goals and environmental goals by growing the customer base while greatly reducing resources.

Socially Responsible Investing: integrating personal values and societal concerns with investment decisions is called Socially Responsible Investing (SRI). SRI considers both the investor's financial needs and an investment's impact on society. With SRI, you can put your money to work to build a better tomorrow while earning competitive returns today. Social investors include individuals and institutions such as corporations, universities, hospitals, foundations, insurance companies, pension funds, nonprofit organizations, churches and synagogues.

Sweatshop: an employer that violates more than one federal or state labor, industrial, home-work, occupational safety and health, workers compensation or industry registration law. (U.S. General Accounting Office)

ENDNOTES

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