

Moms on the Verge of Green!®

Tips on How You and Your Family
Can Live More Sustainable Lives—*Today!*

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YOU CAN MAKE A DIFFERENCE ...

Compared with standard homes, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating, delivering \$200 to \$400 in annual savings.

Source: Energy Star
(www.energystar.gov)

Did you know? The US produces approximately 220 million tons of garbage each year.

Source: US Environmental Protection Agency

If you can change your driving habits to get just three extra miles per gallon, you'd save about 1,000 pounds of carbon dioxide emissions a year, based on an average mileage of 12,000 a year.

Source: slate.com

Did you know? You can now purchase "green power" from the electrical grid in the following states: District of Columbia, California, Illinois, Maryland, New Jersey, New York, Pennsylvania, Texas, Virginia, and the New England states.

Source: US Department of Energy

In the Home ...

✓ Use a programmable thermostat with your heating system to automatically lower the temperature at night or when no one is home. Look for thermostats with pre-programmed Energy Star energy saving settings on them.

✓ Contract with a Building Performance Institute-certified home performance contractor to assess your home's efficiency. This will alert you early to any energy efficiency problems and save you time, money, and energy down the road!

✓ Use power strips—one of the simplest ways to keep you energy consumption, and bill, down is to hook several appliances to a power strip. Forty percent of the electricity used to power home electronics is consumed while the products are in stand-by mode.

✓ Keep your refrigerator between 35 and 38 degrees Fahrenheit and your freezer at 0 degrees Fahrenheit. Regularly clean the refrigerator condenser coils, which are typically located underneath or behind the appliance.

At the Supermarket ...

✓ Think Global, Shop Local—Keep your shopping's carbon footprint and food miles low by limiting your consumption of imported foods and beverages and shopping for locally grown and processed foods, as well as foods that are in season.

✓ Purchase your supermarket's inexpensive reusable shopping bags (preferably ones made from natural fibers and not man-made or plastic-coated fibers), ask for "paper, not plastic," and encourage your supermarket manager to phase out plastic grocery bags.

✓ Avoid fish that are known to be over-harvested, such as shark, monkfish, tuna, Atlantic cod, and orange roughy. Consider fish that are sustainably harvested, such as salmon, spiny lobster, Pacific cod, tilapia, and catfish.

✓ There are a number of "fair trade" goods on offer now—consider purchasing fair trade sugar, coffee, chocolate, and tea. Also, shop at your local farmer's market, join a local food co-op, or shop at stores

that participate in Community Supported Agriculture (CSA).

In the Garden ...

✓ Grass lawns are thirsty and demand a lot of energy in the form of mowing and fertilizer. Consider alternative, low maintenance lawn options such as "no mow" grass or clover, or switch to an electric or push mower.

✓ Set up a compost bin—whether you grow vegetables, flowers, or keep houseplants, composted kitchen peelings, leaves, and grass is the best fertilizer, and it reduces the amount of waste going to landfills.

✓ Select native plants for your garden—native plants attract native birds and insects and reduce the risk of non-native species escaping from your garden and disrupting the local ecosystem.

✓ Buy garden lights that use less energy (and use compact fluorescent or LED bulbs) or run on solar power. Use motion detectors for spotlights rather than leaving them on all night.

On the Road ...

✓ When stopped in traffic jams or waiting for a pick-up, shut off your engine. Try not to idle for more than 60 seconds.

✓ Observe the speed limit—for each 5 mph you drive over 60 mph you are paying an additional 10¢ per gallon for gas. To maintain a safe and energy efficient speed, use cruise control on the highway.

✓ Put your car on a diet! Remove excess weight from trunks and other spaces—the lighter the car, the more fuel efficient it will be.

✓ Change your oil as recommended by the manufacturer and look for motor oil that says "Energy Conserving" on the API performance symbol. Use the correct grade of oil for your car, as incorrect oil can lower your gas mileage.

✓ Use the plastic bag from your paper in your car door pocket as a garbage bag. (I just cancelled my paper and made myself read it on line, only buying one when I know I will read it cover to cover!) When out for a walk, make sure you reuse a few of your newspaper plastic bags you saved to collect garbage you find!

YOU CAN MAKE A DIFFERENCE ...

By choosing appliance with the Energy Star label, you can use as much as 30% less energy in your home.

Source: Energy Star
(www.energystar.gov)

Did you know? Ninety percent of the energy used for washing clothes in a machine is used heating the water.

Source: Energy Star
(www.energystar.gov)

Did you know? Compostable waste such as yard trimmings and food scraps still make up 23% of the U.S. solid waste stream.

Source: thegreenguide.com

The energy you save from switching from bottled water to drinking tap water is enough to power 190,000 homes.

Source: PBS

Cleaning Your Home ...

✓ Toxic cleaners out, essential oils and other natural products in! Use lavender, lemon, and peppermint essential oils as cleaning aids and natural room fresheners. With a few drops of in a water spritzer, your home will smell amazing and clean up messes without chemical contact.

✓ Baking soda, a toothbrush, and white wine vinegar will get out tile grime, floor spills, wall scuffs, and toilet bowl stains.

✓ Avoid bleach—remove stains from clothing by soaking fabrics in a solution of borax (sodium borate), lemon juice, hydrogen peroxide, washing soda, or white vinegar. Alternatively, purchase “non-chlorine bleach,” which is made from sodium percarbonate or sodium perborate.

✓ It's most sustainable to use detergents labeled “fragrance-free.” Also try choosing detergents and cleaners that are plant-based (made from corn, palm kernel, or coconut oil). Use pump sprays rather than aerosols whenever possible.

✓ Effective “green” cleaners for counter tops include white vinegar and hot, soapy water. Scrubbing sinks, tubs, and countertops with a paste of baking soda and water effectively removes dirt rings and some stains.

✓ Anti-bacterial hand soaps do not work as well as soap and hot water. They are also working their way into the sewage system, killing beneficial bacteria that “eat” our waste. The most effective way to kill germs on your skin is to use an alcohol-based hand sanitizer.

✓ Reuse plastic shopping bags in small trash cans around the home and if you're wondering where to store shopping bags, use old tissue boxes!

In the Office ...

✓ Whatever happened to the dream of the paperless office?! But at least your printer and photocopier give you options to cut down on waste. Become familiar with their collating options, and try printing two pages on one sheet, either side-by-side or back-to-back.

✓ Does your office recycle? Consider nominating a “Sustainability Officer” to oversee the recycling of paper, plastic, bottles, and cans. Most local recycling agencies will be happy to work with your office to set up a recycling program, and to put a paper recycling bin in every office.

✓ Another excuse to hang around the water cooler! This staple of office culture is also the most sustainable option for office hydration. Bottled water is a very inefficient water delivery method and throw-away plastic bottles create waste.

✓ Rather than use throw-away paper, Styrofoam, or plastic plates, flatware, and cups for your meetings and functions, make a one-time purchase of enough ceramic plates, stainless steel flatware, and glass tumblers for the whole office.

With Your Kids ...

✓ Walk the Walk and Talk the Talk—if you want your children to go green, you need to do it first, and make it fun!

✓ Applaud and encourage your children to act green when you are not around. Teach them to pick up other people's garbage without complaining and do it gladly and to take the time to rinse out and prepare recycling products for pick up.

✓ Share with your children interesting facts (for instance, the energy and money saved) that you find about turning off lights and electrical equipment, closing doors while the A/C or heat is on, and so on.

✓ Make sure your children get to spend time in natural environments—sign them up for nature camps, picnic in the woods, and talk about the value nature has in your life and how it is up to each one of us to take care of it.

✓ Contact your children's school to start a No Car Idling Campaign—“If you wanna chat, linger, hang—Turn it off!”

Did you know? Your home is a greater source of pollution than your car—16% of US greenhouse gas emissions are generated from the energy used in houses.

Source: Energy Star
(www.energystar.gov)

Keeping car tires properly inflated and aligned can improve gas mileage by around 3.3%. Replacing clogged air filters can improve mileage by as much as 10%.

Source: US Department of Energy

Did you know? The average home spends 25% of its electric bill on lighting.

Source: National Energy Education Development Project (need.org)

If every home replaced their five most used light bulbs with energy efficient bulbs, the US would save close to \$8 billion each year in energy costs and prevent the greenhouse gas emissions equivalent to nearly 10 million cars.

Source: Energy Star
(www.energystar.gov)

SOME USEFUL WEB LINKS ...

Sierra Club

Since 1892, the Sierra Club has been working to protect communities, wild places, and the planet itself.

www.sierraclub.com

We Can Solve It

No single person will stop global warming, but by working together, we can make it a priority for government and business.

www.wecansolveit.org

Wild Ones

Wild Ones promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration, and establishment of native plant communities.

www.for-wild.org

The Sustainable Initiative

A partnership between the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center, the United States Botanic Garden, and more.

www.sustainablesites.org

US Green Building Council

A non-profit community working to make green buildings accessible to everyone within a generation.

www.usgbc.org

Seafood Watch

A program designed to raise awareness about the importance of buying seafood from sustainable sources.

www.montereybayaquarium.org

Green Guide

Green Buying Guides and much more from National Geographic.

www.thegreenguide.com

Green Hour

By giving our children a “Green Hour” a day, we can set them on the path toward physical, mental, and emotional well-being.

www.greenhour.org

Climate Crisis

The online home of Al Gore’s documentary *An Inconvenient Truth*.

ClimateCrisis.net

Eco-Logo

EcoLogo is North America’s most widely recognized certification of environmental leadership.

www.ecologo.org

Green Depot

Green Depot’s mission is to make green building products and services readily accessible.

www.greendepot.com

Energy Star

Helping home owners save money and protect the environment through energy efficient products and practices.

www.energystar.gov

Earth Easy

A green living website with tips for living, eating, and wearing green.

www.eartheasy.com

Global Green USA

An organization addressing global climate change, weapons of mass destruction, and clean and safe drinking water.

www.globalgreen.org

Leonardo DiCaprio Foundation

Fostering awareness of environmental issues through participation with such organizations as Natural Resources Defense Council and Global Green USA.

www.leonardodicaprio.org

The Willow School

An independent day school committed to combining academic excellence and the joy of learning and to experiencing the wonder of the natural world.

www.willowschool.org

Seventh Generation

Committed to becoming the most trusted brand of authentic, safe, and environmentally-responsible products for a healthy home.

www.seventhgeneration.com

EMME'S GONE GREEN ...

Emme, the supermodel, television personality, best-selling author, lecturer, clothing designer, and women's advocate has a clear mission—to awaken the inner magnificence inherent in each of us.

It's no wonder *People* magazine selected her twice as one of the "50 Most Beautiful People" and *Ladies' Home Journal* chose her as one of the "Most Important Women in America" and one of the "Most Fascinating Women of the Year."

And the accolades don't stop there: she was honored as a *Glamour* magazine "Woman of the Year" and as one of *Biography* magazine's "25 Most Influential Women."

And, today, Emme is a New Jersey mom on the Verge of Green!

By sharing her funny and relevant life experiences—highlighting the importance of recycling in a fast-paced and often ego-centric world—Emme reflects on the joys and hardships of balancing her hectic family life with living and promoting a more green existence in her home and community. Friends have fondly called her thrifty and frugal, yet she prefers being known as "resourceful!"

Emme recalls a childhood family road trip when her father threw some trash out the car window and despite her protests, he kept driving. With an even greater awareness of the impact we each have on the planet since the birth of her daughter in 2001, Emme began to explore ways to reuse and recycle plastic bags, bottles, and containers before they hit the trash.

From not owning a microwave, using mass transit whenever possible, and choosing green baby products to picking up garbage along the Jersey Shore and in her hometown, Emme believes that if we each do just one additional thing, the impact on the world can be huge.

As Emme says, "being greenly aware takes time, patience and a humble attitude. Few people pick up after themselves and even fewer pick up after others."

Emme stepped up her green efforts in 2007 when she was diagnosed with Stage 2 Hodgkin's lymphatic cancer.



Out went all conventional household cleaners, filters were placed on all water sources in her home, green juicing became a daily routine, and Emme embraced a more self-sustainable lifestyle with her family including more carpooling, bus rides, and bike riding.

Good intentions aside, it requires daily effort to keep green living a priority.

Emme hopes her hilarious real life quandary of living green will leave others questioning how they can personally embrace a greener lifestyle and how can use their voice to make changes happen.

What better way to "get going with green" by connecting, commiserating, and learning from Emme's life lessons while relating to her recycling efforts as the ever growing pile of glass jars, twine, used wrapping paper, and hand me downs leaves her screaming, "enough is enough!"

But just for a second!

CONTACT INFORMATION

Emme Associates, Inc.

www.emmestyle.com

Also, learn more about Emme's not-for-profit children's political bi-partisan coalition:
Show of Hands—Our Children, Our Future.

www.ShowofHandsforkids.org



SPONSORS OF MOMS ON THE VERGE OF GREEN

First Juice

First Juice brand organic fruit and vegetable juice beverage is designed specifically for young, developing taste buds, with a blend that's naturally lower in sugar. It's a new way for parents to get on a roll toward developing their toddlers' taste preferences early on. Less sugar. More health. Better choices.

www.firstjuice.com



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Syracuse Center of Excellence

With more than 200 academic, business, and government members, the Syracuse Center of Excellence in Environmental and Energy Systems continues to guide the research and development of products and services that improve environments in which we live, work, and learn.

www.syracusecoe.org



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