



Green Your Life, Green Your Work, Green the World

# About Green America



Learn more about Green America, the organization behind the National Green Pages™. Our programs help you use your economic power to encourage corporate responsibility and grow the green economy. Join us—when we come together, we can make a big difference.

## OUR GUIDING VISION

We work for a world where all people have enough, where all communities are healthy and safe, and where the wealth and beauty of the Earth is preserved for all the generations to come.

## OUR MISSION

Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.

## WHAT WE DO

Green America brings together consumers, businesses, investors, and communities to work for a more just and sustainable economy. Here, “green” always means people *and* the planet, social *and* economic justice, community *and* environmental health.

We’re proud of how active our members are in our mission—every day, our members take meaningful action to create a better world. Through our programs, we work together with our 120,000 members, the millions of visitors to our Web sites, and our allies to:

- encourage green living choices,
- grow the green economy,

“You are generous pioneers and visionaries—we wish Green America many, many more decades of continued success and opportunities to further change and influence the world!”

—Cheryl Roth  
Organic Works Marketing



- advance Fair Trade,
- curb climate change and promote green energy,
- increase social investing and community investing, and
- use economic strategies to solve the most critical problems of our times, such as economic and trade injustice, deforestation, sweatshop and child labor, and global warming.

## TAKING ECONOMIC ACTION

Here are just a few highlights of what Green America and our members have accomplished in the past year. Together, we:

- Provided millions of Americans with the resources and information to green their homes, workplaces, and communities.
- Directed over \$100 million in purchases to green businesses.

- Moved over \$1 billion in investments into low-income communities around the world through our 1% in Community campaign, creating jobs, affordable housing and day cares, and locally owned businesses.
- Played a leadership role in pressuring power companies to make major commitments to reducing their climate impacts.
- Assisted communities across the country in fighting off big box stores and strengthening their local economies.
- Played a major role in getting businesses and communities to increase recycling and decrease deforestation.

Learn more in the following pages about what Green America can help you do. If you aren’t already a member, we invite you to join us. Together, we can create an economy that works for people and the planet.

## Join Us!

Membership in Green America includes the following tools and resources to help you use your money to build a better world:

- **The National Green Pages™:** Our annual directory of green goods and services.
- **Green American (formerly Co-op America Quarterly):** Our consumer action magazine.
- **Real Green (formerly Real Money):** Our bi-monthly newsletter filled with tips and resources for green living.
- **Green America’s Guide to Socially Responsible Investing:** Everything you need to know about socially responsible investing and how to get involved.
- **Action Alerts:** Our e-newsletter makes it easy to take action for a better world and get the latest green news and green discounts. Sign up at [www.greenamericatoday.org](http://www.greenamericatoday.org).

## To Join Green America:

- Call (800)58-GREEN or
- Visit our Web site at [www.greenamericatoday.org](http://www.greenamericatoday.org).





Green America staff member Mo Alem at the Green Festival™

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# GREEN AMERICA'S Green Living Program

"Green living" means working to change your home, your workplace, and the world so that everyone has enough and the bounty of the Earth is preserved for generations to come.

**G**oing green gets easier every day. Green America is dedicated to helping you bring your purchasing, investing, and lifestyle choices in line with your values—a clean planet, the health of your family, social and economic justice, and vibrant, sustainable communities around the world. We provide information about both personal action to take at home, and collective action that we can all take together to help create a just and sustainable future.

## GREEN AMERICA PUBLICATIONS, OFFLINE AND ONLINE

A green step like buying Fair Trade coffee or making your own eco-friendly cleaners might seem like a simple thing, but when taken along with millions of other concerned individuals around the world, the impacts are far-reaching. With the power of our pocketbooks, Green America members and our like-minded allies have caused the green economy to boom—and now even the biggest companies know they need to be more socially and environmentally responsible to attract customers.

Green America publications make it easy for you to green your life, green your work, and green the world:

- *Green American*, (formerly *Co-op America Quarterly*) focuses on a timely theme in each issue, helping you live green at home, while acting in concert with others to put your community—and society as a whole—on a more sustainable path. Past themes include: fuels for the future, microcredit

and community investing, energy efficiency, and toxins in consumer products. Free with membership (see p. 45).

- *Real Green* (formerly *Real Money*), Green America's popular newsletter, focuses on green living and socially responsible investing, giving you easy, step-by-step advice and the resources you need to make a difference. From

energy, sweatshops and unfair labor practices, advancing green business and Fair Trade, saving forests and expanding recycling, demanding corporate responsibility and responsible investing, and building strong local communities. Greening your life means greening every sector of our economy and every corner of our world.

Turn the pages of this section to

"I look forward to every issue of *Co-op America Quarterly* [now the *Green American*] that you put out, but with the *Heal Your Home* issue, you went so far beyond excellent that superlatives escape me. This issue should be a gift for every new homeowner and new parent. Thanks for all the amazing work you do!"

—Jan Stensland

*green building consultant and Green America member*



recipes for green cleaners to social investing basics to tips on planning an eco-friendly vacation, you'll find plenty of practical information you can use. Free with membership.

- Green America's free e-mail newsletter brings you the latest green news, makes it easy to take action on our high-impact campaigns, and brings you special green discounts in every issue. Sign up at [www.greenamericatoday.org](http://www.greenamericatoday.org).

## GREEN AMERICA CAMPAIGNS AND PROGRAMS

Green America's programs and campaigns focus on the most pressing issues of the day—climate and green

learn more about Green America programs and campaigns, starting below with our work to save forests.

## SAVING FORESTS

Deforestation is responsible for 20-30 percent of our global CO<sub>2</sub> emissions. Green America's Better Paper Project ([www.betterpaper.org](http://www.betterpaper.org)) encourages the magazine industry—a major user of paper—to purchase eco-papers with high recycled content. Only about one percent of the 18,000 US magazines use recycled paper, and we're now working publishing leaders to demonstrate how eco-paper use with high-quality magazines is possible and necessary to save the planet.



## 25 Years of Green Living



There's a reason the term "80s excess" has become well-used: it was a decade of big hair (I had it!), big shoulder pads, big cars, and big spending, glorified in "glitz fiction" and TV shows about the rich and powerful like *Dynasty* or *Dallas*.

Corporations were hawking flashy luxury items like BMWs and designer suits, and truly green goods and services were hard to find. And even though many of the products we used at home—from cleaners to pest control to paints—sent me into an asthma attack in my teenage years, not too many of us knew to ask for cleaner, greener alternatives.

Green America was asking, and my first exposure to the *Green Pages*™ was a revelation. I learned that there were companies offering products that didn't make it hard for me to breathe, and I've watched the number of

responsible, thoughtful companies expand every year. Today, "green" is the word that's transforming the marketplace.

Green America's work has helped bring green-living issues to light all over the country. During my time here, we were one of the earliest organizations to lambast the wastefulness of the bottled water industry, sound the alarm that some #7 plastics contained harmful bisphenol-A, and let the world know that so-called "eco-friendly" corn ethanol was an environmental disaster waiting to happen. Today, I am heartened by the consumer backlash against all three of those things, and the widespread embrace of better alternatives like reusable water bottles, plant-based plastics, and super-efficient plug-in hybrid cars.

In Green America's next 25 years, I look forward to helping our members continue to explore the (asthma-free) joys of green living!

— Tracy Fernandez Rysavy, *Green America* editor