

Daily, the average American...



New Community Project

consumes over 200 pounds of materials (fossil fuels, metals, wood products, food, mining waste, etc.)

uses 1.5 pounds of paper (requiring 15 pounds of water and five pounds of wood)

eats 1/2 pound of meat - which (if grain-fed beef) requires 900 gallons of water

utilizes the equivalent of 60 pounds of coal to satisfy daily energy needs such as transportation, heating, consumption, etc.

puts over 100 pounds of CO₂ into the atmosphere

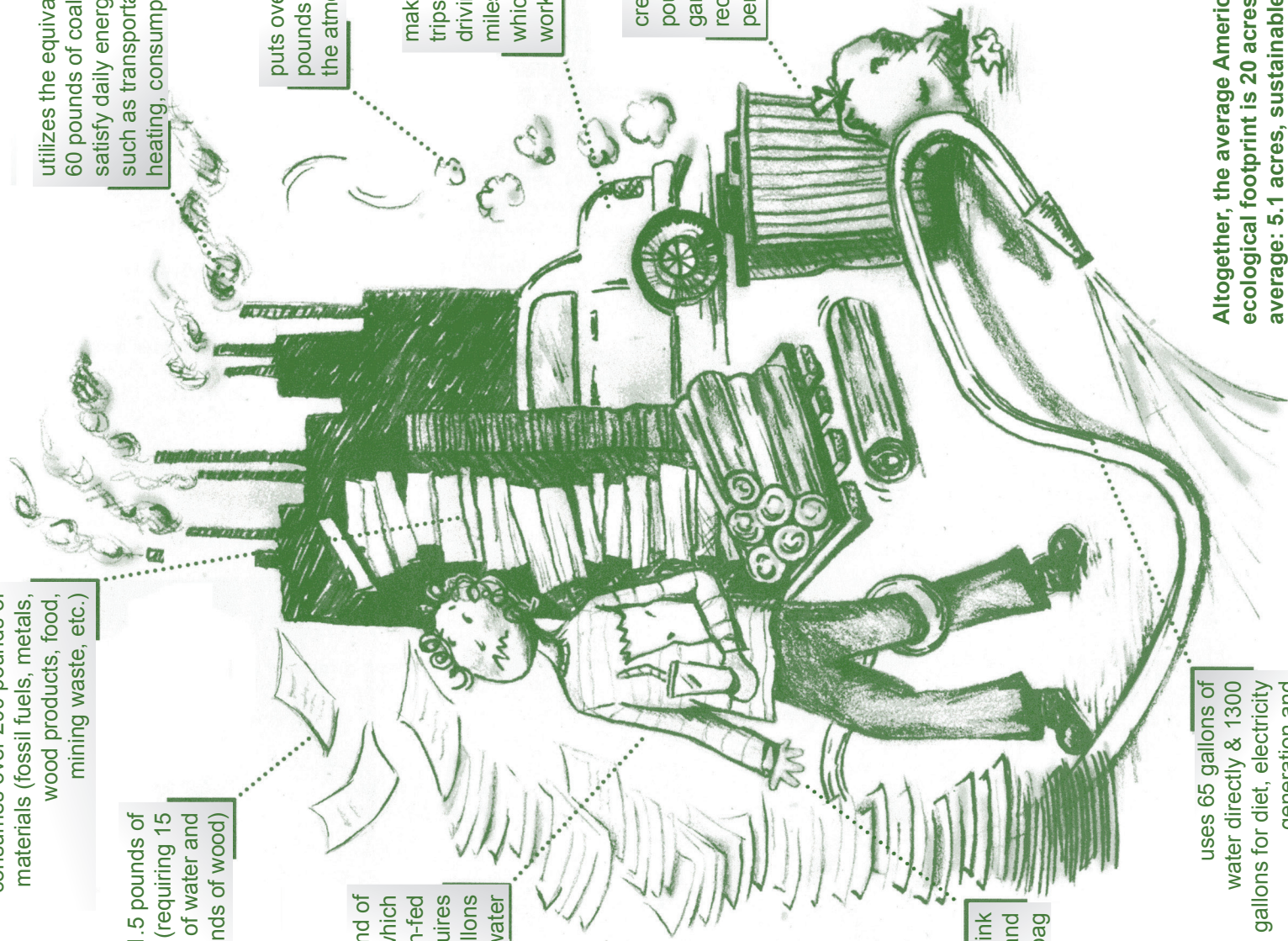
makes 3.8 trips in the car, driving 36 miles—2/3 of which is non-work related

creates 4 pounds of garbage and recycles 35 percent of it

tosses two drink containers and a plastic bag

uses 65 gallons of water directly & 1300 gallons for diet, electricity generation and material consumption


Altogether, the average American's ecological footprint is 20 acres (global average: 5.1 acres, sustainable footprint: 4.5 acres)



Make A Daily Difference

Step 1: Taking Root

Quick and Easy Actions for a Lighter Footprint on Planet Earth

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- ♦ **E-nough.** Turn off lights and replace bulbs with more efficient ones. Electronic gaming requires five power plants' worth of energy; power down when not in use, spend more time outside.

- ♦ **Conserve water.** Don't leave it running when bathing, brushing, etc. Plant a water-free lawn (irrigating can use 10,000 gallons per year). Aquifers around the world are dropping fast.

- ♦ **Be paper concious.** We toss 16 paper billion coffee cups a year, and need 51,000 trees a day for paper towels. Reduce, buy recycled, use one-side clean paper.

- ♦ **Hop out of the car.** A US household takes 60 vehicle trips weekly—even when a mile or less, 60 percent of the time we drive.

- ♦ **Recycle.** Recycling one aluminum can saves six ounces of gasoline; recycling one glass bottle saves 400 watts of electricity. Recycled paper: 74% less air pollution, 35% less water pollution, 50% less energy use.

- ♦ **Hang 'em up to dry.** Clothes drying is hard on clothes and can use five percent of household energy. Hanging up clothes can save 50 pounds of CO₂ per week.

- ♦ **Sources:** Center for Sustainable Systems, U of Michigan; World Resources Institute, Materialflows.net, Water Footprint Network, energystar.gov and nhts.orl.gov

Step 2: Branching Out

Rewarding Yet More Challenging Actions to Restore our Earth

- ♦ **Back to nature.** Children spend 10x more time in front of screens than playing outdoors. Monitor the one, motivate the other—and join them!

- ♦ **Tighten Up.** The average home leaks as much air as leaving a window open.

- ♦ **Watch your diet.** The same amount of protein requires one-fifth the amount of water when derived from grain instead of meat. Typical food items travel 1500 miles to our table - and not by magic carpet, but by fossil fuel transport.

- ♦ **Drive the car fast.** Give up the car when you can by sharing rides, walking or biking. Every mile not driven saves a pound of CO₂ and .0001 critters.

- ♦ **Keep your cool.** Save a barrel of oil per year by turning down the thermostat by three to five degrees in winter and up by the same amount in summer. Utilize sun, shade and sweaters.



- ♦ **Water heater beater.** Reduce the temperature of the water heater, take shorter showers, use cold water for washing most clothes (heating water uses 95 percent of clothes washing energy).

Step 3: Planting Seeds

A Revolution in Earth Care

- ♦ **See driving as a last resort.** Promote alternative transportation. Support a carbon tax; push for bike lanes.

- ♦ **Consciously limit consumption.** Advertisers spend \$1000 on each of us each year. Resist!

- ♦ **You are (morally) what you eat.** Eat less meat; buy organic and local. Cut out animal products and reduce your annual CO₂ by 1.5 tons and your water flowprint by 500,000 gallons.

- ♦ **Practice preservation.** Get to know a local eco-gem—and join with others to restore or protect it. Help NCP preserve and replant forests in Africa, Asia and Latin America.

- ♦ **Seek Justice.** Challenge our economic system that deifies consumption and “growth” by putting profit over people and planet. Live simply, that others—now and in the future, human and non-human—can simply live.

- ♦ **Raise your voice.** Join groups that engage your community with earth care issues. Openly practice what you preach. Invite NCP to visit—we're knowledgeable, cheap and occasionally funny.

- ♦ **Step out.** Join an NCP Learning Tour to experience our beautiful and embattled earth. Visit our Sustainable Living Centers in Virginia and Vermont.

- ♦ **Pay attention.** The beauty, rhythms and struggles of the earth will renew, enlighten and empower us to protect our fine and finite planet.



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You cannot worship both God
and material things.

- Jesus