

Joyful Earth Partnership

Changing the “business as usual” Path

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By **Claire Papin**

“Never doubt that a small group of people can change the world. Indeed, it is the only thing that ever has” – Margaret Mead

Choices are put before us every moment. Quite a few businesses and corporations are driven by insatiable appetites for money and power. If we're not careful, we can be sedated by our own comforts and participate in environmental degradation and create unnecessary and very sad challenges for our Earth and future generations to come. This is a time when many are awakening to the reality of the society we have been a part of. We are discovering our power and realizing that it is *we* (the consumers) who have supported the creation of those powerful organizations, and each day it is *we* who make the choices that shape their moral fiber and allow them to continue.

No power in the world can stop a group of people who are intensely committed to creating a better world. When we ask questions from more holistic principles of sustainability, (Is it good for the organization, is it good for society, is it good for the environment, is it good for our children's children?) and apply them in our daily lives, we help model a more life sustaining and life enhancing perspective for others to consider in their own lives. We also help further empower the organizations that operate from those evolved principles.

Let's cut to the chase. In support of our environment, our future generations, and the many organizations, businesses, corporations, etc. that are applying more sustainable principles, I've listed just a few of the many who are leading the way. I hope you'll consider their value in making your life choices.

Save Our Environment Action Center -- is a collaborative effort of the nation's most influential environmental advocacy organizations harnessing the power of the internet to increase public awareness and activism on today's most important environmental issues.

<http://saveourevironment.org>

Poison Free Personal Care Products: Safe Cosmetics

The European Union now requires that there be no reproductive toxins or carcinogens in these products cosmetic and personal care products. American mainstream cosmetic producers are not regulated as to the amount of toxic chemicals they can put in their products. With awareness, consumers in America can use their voice and speak to the manufacturers of cosmetic and personal care products to ensure that safe and effective ingredients that are not toxic are used and that they comply to the same standards as the Europeans. This site will help you understand the problem, keep you informed, and provide you with a list of products that are chemical free. <http://www.safecosmetics.org/>

Reduce Oil Consumption: There is great news for this effort: **NewDream.Org** conducted a letter-writing campaign, initially focusing on Ford and Toyota, and made four requests: 1) Bring many more hybrids to market, 2) Integrate advanced hybrid technology into more vehicle models, 3) Manufacture hybrids in the U.S., 4) Shift advertising expenditures from inefficient vehicles toward efficient hybrids. In the past month, they say that **Toyota** has announced **movement on all four**. The company just announced plans to manufacture hybrid vehicles in the U.S. and, by airing a Prius ad during the Super Bowl, “certainly made a big splash toward number 4”!

Earth Day is April 22, 2005, and is celebrated by more than half a billion people each year making it the largest secular holiday in the world...

Earth Day Network is a driving force steering environmental awareness with a global network that reaches over 12,000 organizations in 174 countries. The network was founded by the organizers of the first Earth Day in 1970 with a mission to build broad based citizen support for sound, workable and effective environmental and sustainable development policies. A host of events are listed on www.earthday.net. And for fun and educational festivals hosted by **Citizens’ Environmental Coalition** check out www.houstonearthday.org. There you will find a 2005 Houston Earth Day Guide.

May we all be in celebration of our beautiful Earth each day

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Claire is available for lecture presentations, workshops, and interviews. If you are interested in booking an engagement please send an email to Claire@LightedPaths.org or visit www.LightedPaths.org.

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