











# What's Your **BetterWorld**





The Environment

...make a difference...

Be a hero for a better world. Every act of compassion makes a difference! Start a BetterWorld Club. Join the BetterWorld Movement.

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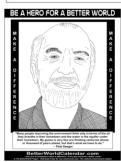




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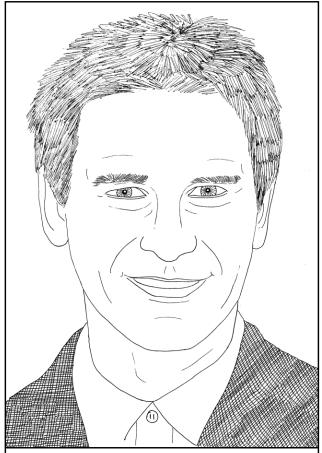








### WHAT'S YOUR BETTERWORLD ISSUE? ECOLOGY



"When we protect the places where the processes of life can flourish, we strengthen not only the future of medicine, agriculture and industry, but also the essential conditions for peace and prosperity."

~ Harrison Ford

The environmental movement is one of the most successful social change movements. Popularizing Earth Day celebrations can be credited with bringing the movement to the mainstream. Through grassroots efforts, festivals, fairs, assemblies and concerts have helped popularize concern for our environment in the public's mind. Since so many people participate in Earth Day activities, Earth Day is the perfect opportunity to get people to tap-into the *better world movement*, so that they can find the inspiration and encouragement to continue activities for a more peaceful, just and sustainable world all year long.

When is Earth Day? Actually, there are 3 Earth Days-3 dates that are dedicated to helping raise awareness about the health and well being of the land, skies and water of our planet Earth. The original Earth Day is celebrated on the Spring Equinox each year (usually it falls on March 20 or March 21 each year). April 22 is the date that most people know as Earth Day. Both of these Earth Days were first celebrated in 1970. In 1972, the United Nations designated June 5 as World Environment Day to commemorate the opening of the Conference on the Human Environment in Stockholm that year, which ultimately led to the creation of the United Nations Environment Programme (UNEP), the main UN body devoted to protecting our environment.

There are many different ecological issues to raise awareness about, on Earth Day and all year long – global climate change, protecting wildlife habitat, preventing pollution and cleaning up polluted air, water and land, conserving our natural resources, and many other issues ... What's your ecological passion?

#### Be A Hero For A Better World!

- 1. Find out more
- 2. Hold an event to raise awareness and funds for environmental protection
- 3. Contribute to an organization promoting ecology
- 4. Reduce, Reuse, Recycle

#### **Organizations Promoting Ecology**

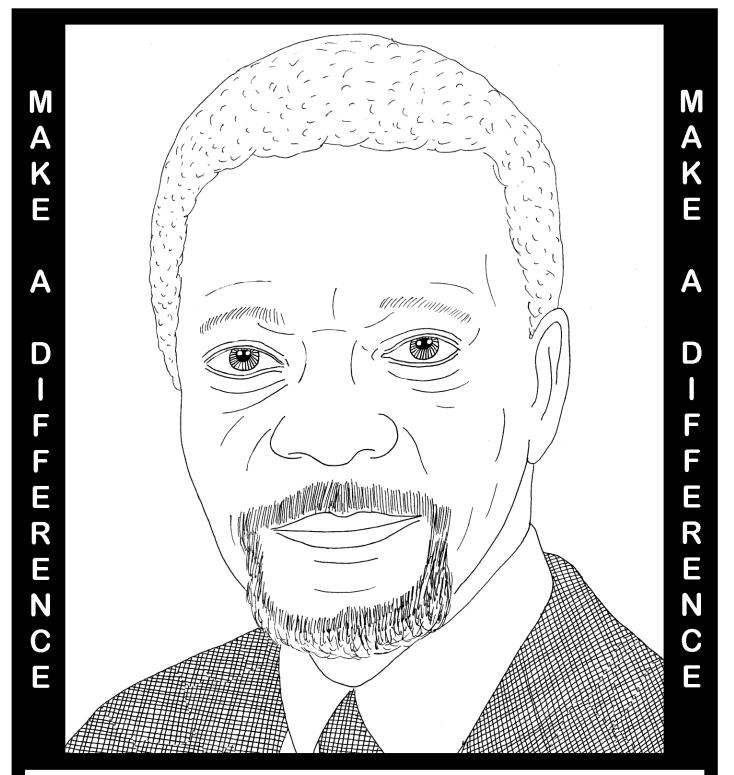
CoOp America - CoOpAmerica.org Earth Charter - EarthCharter.org Earth Day Network - EarthDay.org Earth First - EarthFirst.org EnvironmentalDefense Fund

- EnvironmentalDefense.org
- Goldman Environmental Prize
  - GoldmanPrize.org

For more information: www.betterworld.net/ecology.htm

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"Let us be good stewards of the Earth we inherited. All of us have to share the Earth's fragile ecosystems and precious resources, and each of us has a role to play in preserving them. If we are to go on living together on this earth, we must all be responsible for it."

-- Kofi Annan

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"In all things of nature, there is something of the marvelous."
-- Aristotle

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"A true conservationist is a man who knows that the world is not given by his fathers but borrowed from his children." -- John James Audubon

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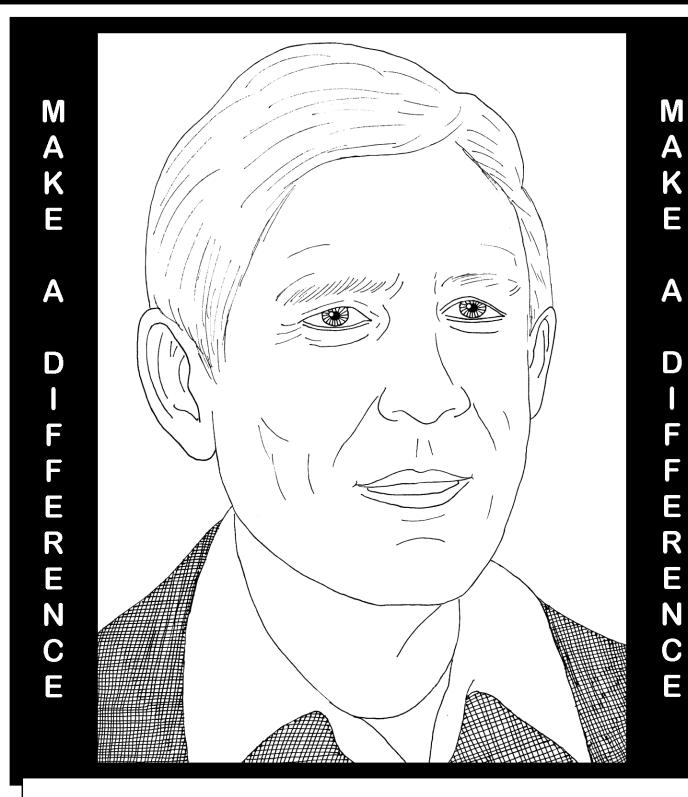
"No piecemeal solution is going to prevent the collapse of whole societies and ecosystems ... a radical re-thinking of our values, priorities and political systems is urgent."

-- Maude Barlow

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"Kids can help the environment by riding a bike...Start a home garden, be energy efficient, turn off the lights and the water. All of those things are very good for the environment and good for your pocketbook."

-- Ed Begley, Jr.



"The natural world is the larger sacred community to which we belong.

To be alienated from this community is to become destitute in all that makes us human. To damage this community is to diminish our own existence."

-- Thomas Berry

M M A K E D - F F E R E Z C E FFERENCE

"To cherish what remains of the Earth and to foster its renewal is our only legitimate hope of survival."

-- Wendell Berry

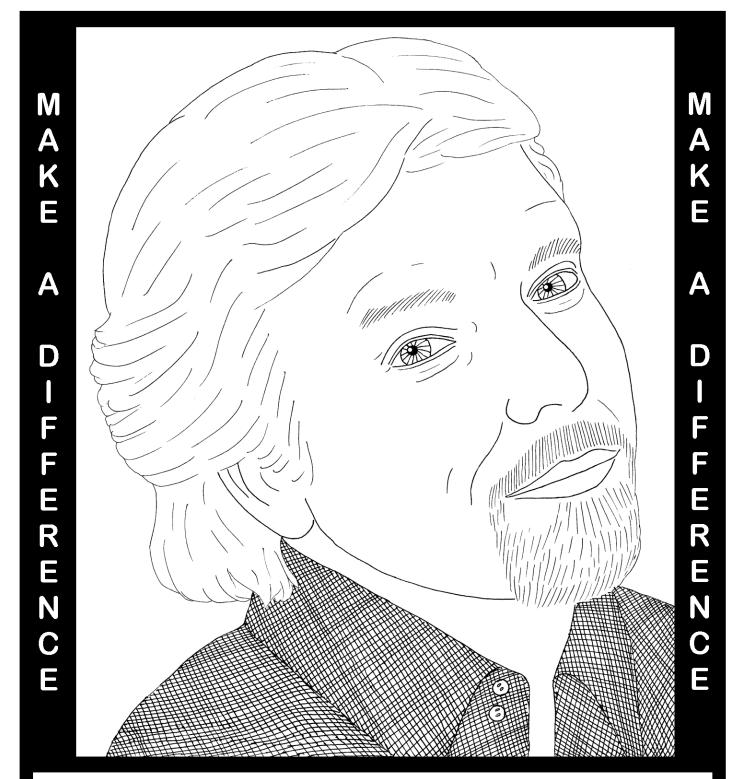
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"We're never going to have respectful and reverential relationships with the planet- and sensible policies about what we put in the air, the soil, the water – if very young children don't begin learning about these things literally in their houses, backyards, streets and schools. We need to have human beings who are oriented that way from their earliest memories." -- Elise Boulding

M M A A K K E E A D D E E R E R E N N C C E

"Are we to regard the world of nature simply as a storehouse to be robbed for the immediate benefit of man?"

-- Kenneth Boulding



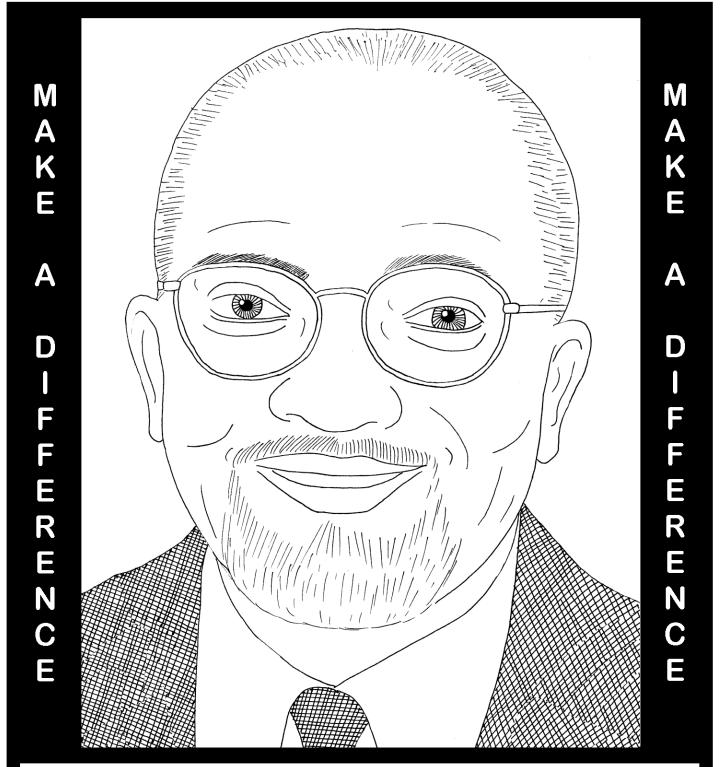
"Our generation has inherited an incredibly beautiful world from our parents and they from their parents. It is in our hands whether our children and their children inherit the same world. We must not be the generation responsible for irreversibly damaging the environment."

-- Richard Branson

M M A K E D D E E R E N C E

"The role of the market place is to be an instrument of environmental change and policy making. We are all consumers with a great potential for change. Environmental protection begins at home."

-- Noel Brown



"Grassroots groups challenge the "business-as-usual" environmentalism that is generally practiced by the more privileged wildlife-and conservation-oriented groups. The focus of activists of color and their constituents reflects their life experiences of social, economic, and political disenfranchisement."

-- Robert Bullard

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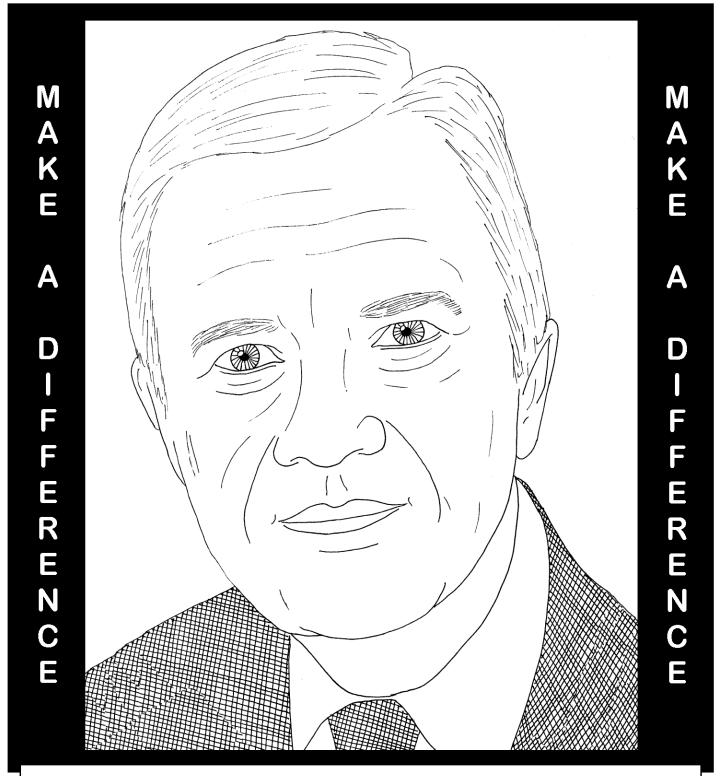
"We can use our scientific knowledge to improve and beautify the earth, or we can use it to ...poison the air, corrupt the waters, blacken the face of the country, and harass our souls with loud and discordant noises..."

-- John Burroughs

M M A A K E E D D E E R R E E N N C E

"The most alarming of all man's assaults upon the environment is the contamination of air, earth, rivers, and sea with dangerous and even lethal materials."

-- Rachel Carson



"I want to make it clear, if there is ever a conflict (between environmental quality and economic growth), I will go for beauty, clean air, water, and landscape."

-- Jimmy Carter

M F F E R E N C

"I have never believed we had to choose between either a clean and safe environment or a growing economy. Protecting the health and safety of all Americans doesn't have to come at the expense of our economy's bottom line...We can, and indeed must, have both."

-- Bill Clinton

M M K K E E D D E E R R E E N N C E 

"Water and air, the two essential fluids on which all life depends, have become global garbage cans."
-- Jacques Cousteau



"Is it too late to prevent us from self-destructing? No, for we have the capacity to design our own future, to take a lesson from living things around us and bring our values and actions in line with ecological necessity. But we must first realize that ecological and social and economic issues are all deeply intertwined.

There can be no solution to one without a solution to the others."

-- Jean-Michel Cousteau

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"I feel we are so blessed to live in a country where we enjoy so many rights that other countries cannot even begin to imagine. However, it terrifies me that we seem to have lost touch with our connection to the earth."

-- Sheryl Crow

M M A K E E D D E E R E E N N C E

"It is our collective and individual responsibility to protect and nurture the global family, to support its weaker members and to preserve and tend to the environment in which we all live."

-- The 14th Dalai Lama

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"There is something fundamentally wrong with treating the earth as if it were a business in liquidation."
-- Herman Daly

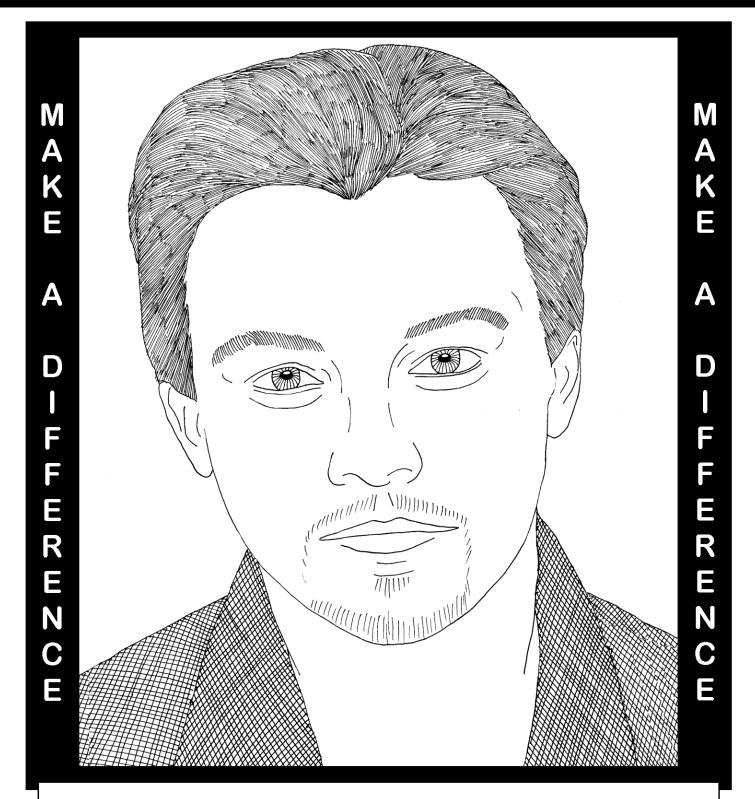


"I PLEDGE to live, work and act in a loving, respectful way towards this Earth that I call home, and towards all who live upon it, every insect, animal, fish, bird, plant, human and tree...."
-- Guy Dauncey



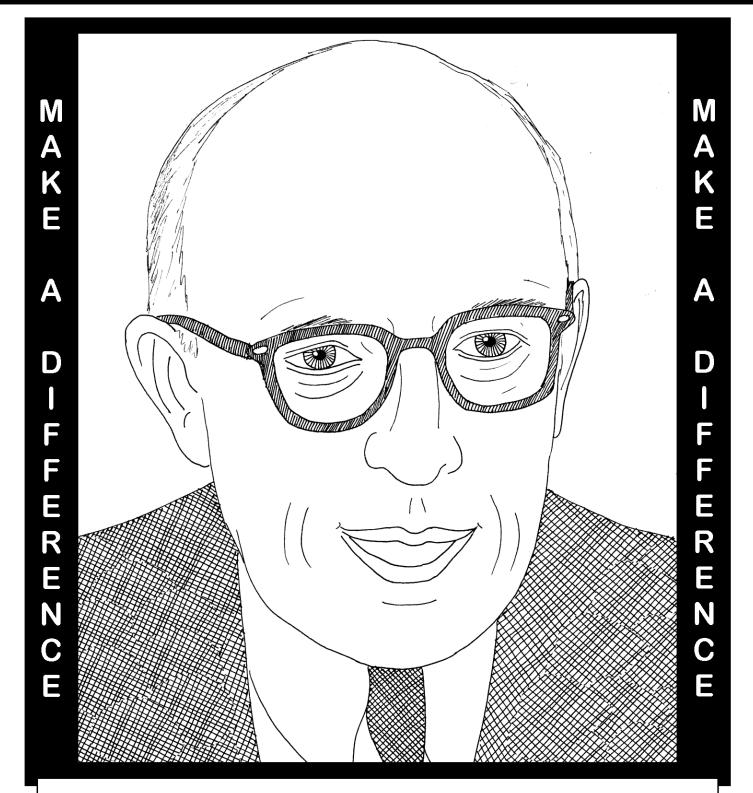
"No one person has to do it all but if each one of us follow our heart and our own inclinations we will find the small things that we can do to create a sustainable future and a healthy environment."

-- John Denver



"We must set an example now and move environmentalism from being the philosophy of a passionate minority ... to a way of life that automatically integrates ecology into governmental policy and normal living standards."

-- Leonardo DiCaprio



"The belief that we can manage the Earth and improve on Nature is probably the ultimate expression of human conceit, but it has deep roots in the past and is almost universal."

-- René Dubos



"We are all together in this, we are all together in this single living ecosystem called planet earth."

-- Sylvia Earle

M M A A K E K D IFFERENCE - F F E R E Z C E

"When we protect the places where the processes of life can flourish, we strengthen not only the future of medicine, agriculture and industry, but also the essential conditions for peace and prosperity."

-- Harrison Ford

M M A K E Α D D F E E R R E E N N C C E

"We are not going to be able to operate our Spaceship Earth successfully nor for much longer unless we see it as a whole spaceship and our fate as common. It has to be everybody or nobody."

-- R. Buckminster Fuller

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> "There's enough on this planet for everyone's needs but not for everyone's greed."
> -- Mohandas Gandhi

M M D D E R E E R E N N C C E E

"If we talk about the environment, for example, we have to talk about environmental racism - about the fact that kids in South Central Los Angeles have a third of the lung capacity of kids in Santa Monica."

-- Danny Glover



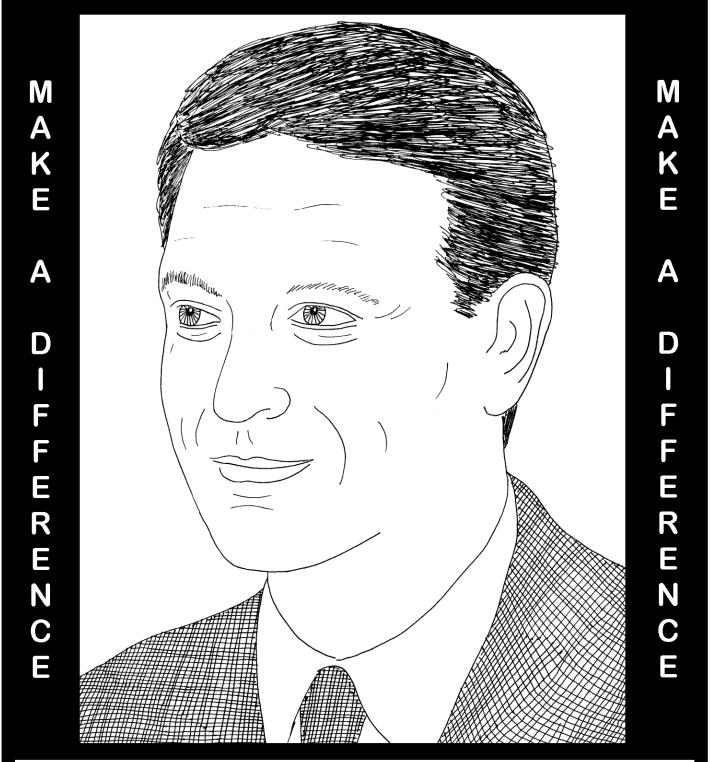
"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."

-- Jane Goodall

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"We need a new environmental consciousness on a global basis. To do this, we need to educate people."

-- Mikhail Gorbachev



"The key.. will be a new public awareness of how serious is the threat to the global environment. Those who have a vested interest in the status quo will probably continue to be able to stifle any meaningful change until enough citizens.. are willing to speak out."

-- Al Gore

M A K E D - F F E R E Z C E



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"We are eternally linked not just to each other but our environment."
-- Herbie Hancock

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"It's really important to me to show the interconnectedness of things.
I always try to illustrate how environmentalism, humanitarianism,
animal rights -- all those things -- are one and the same."
-- Daryl Hannah



"If there is to be an ecologically sound society, it will have to come from the grass roots up, not from the top down."

-- Paul Hawken

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"I feel more confident than ever that the power to save the planet rests with the individual consumer."
-- Denis Hayes



"We can dream together a dream of a better world, an ever-renewing, organic-based earth-community.

I believe we can achieve a large part of it in our lifetime."

-- Randy Hayes

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"I wake up in the morning asking myself what can I do today, how can I help the world today."
-- Julia Butterfly Hill

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"Modern man no longer regards Nature as in any sense divine and feels perfectly free to behave toward her as an overweening conqueror and tyrant." -- Aldous Huxley

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"The supreme reality of our time is...the vulnerability of our planet"
-- John F. Kennedy

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"...the environmental movement is not about protecting the fishes and the birds so much as recognizing that nature is the infrastructure of our communities ..."
-- Robert F. Kennedy, Jr.

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> "Green is a label for a certain attitude to life, a certain kind of respect that one might have for the very source of things that we take for granted."
>
> -- Annie Lennox

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"That land is a community is the basic concept of ecology, but that land is to be loved and respected is an extension of ethics."
-- Aldo Leopold

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"The young generation can influence their elders and can make them understand the environmental problems that are faced by us today. The youth can make them see that our environment is deteriorating day by day."

-- Chief Oren Lyons

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"Every one of us can make a contribution. And quite often we are looking for the big things and forget that, wherever we are, we can make a contribution... just imagine what's happening if there are billions of people out there doing something.

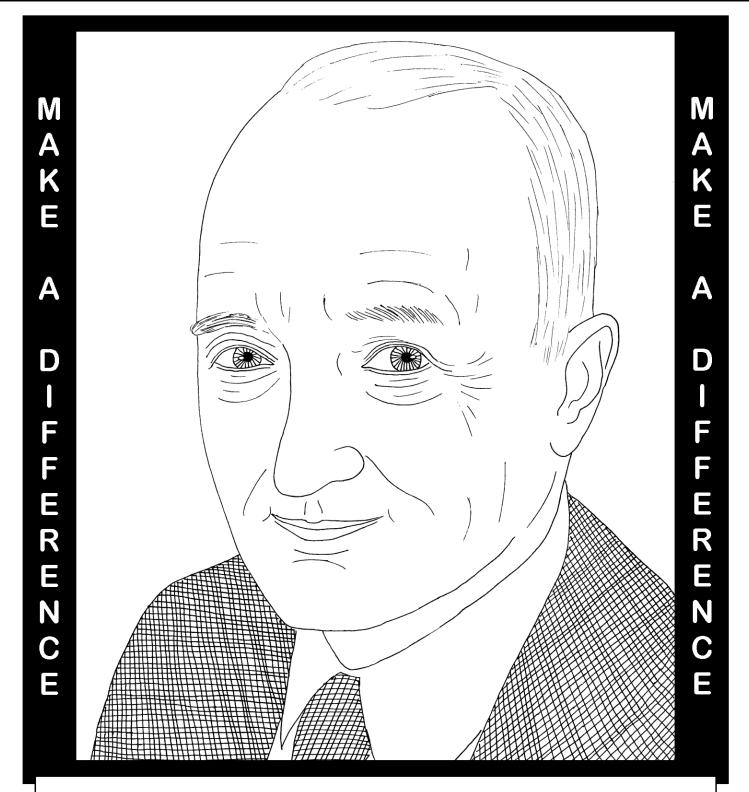
Just imagine the power of what we can do."

-- Wangari Maathai

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"Out of all those millions and millions of planets floating around there in space, this is our planet, this is our little one, so we just got to be aware of it and take care of it."

-- Paul McCartney



"Let us pledge our lives and fortunes to aid the great task of Earth's rejuvenation, and with confidence and faith, each do our part as a trustee of Earth to take charge and take care of our planet."

-- John McConnell

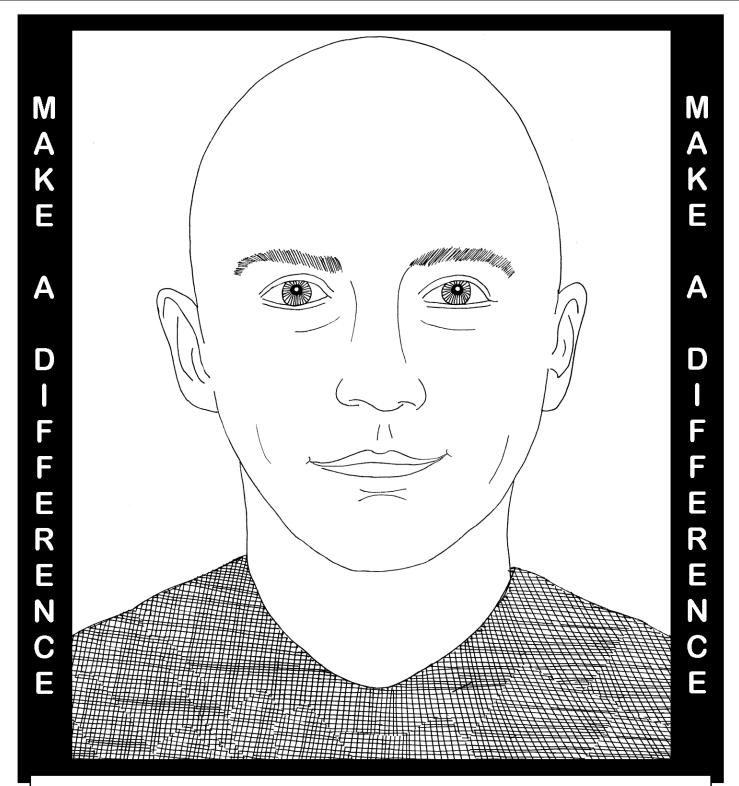
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"EARTH DAY reminds the people of the world of the need for continuing care which is vital to Earth's safety."
-- Margaret Mead



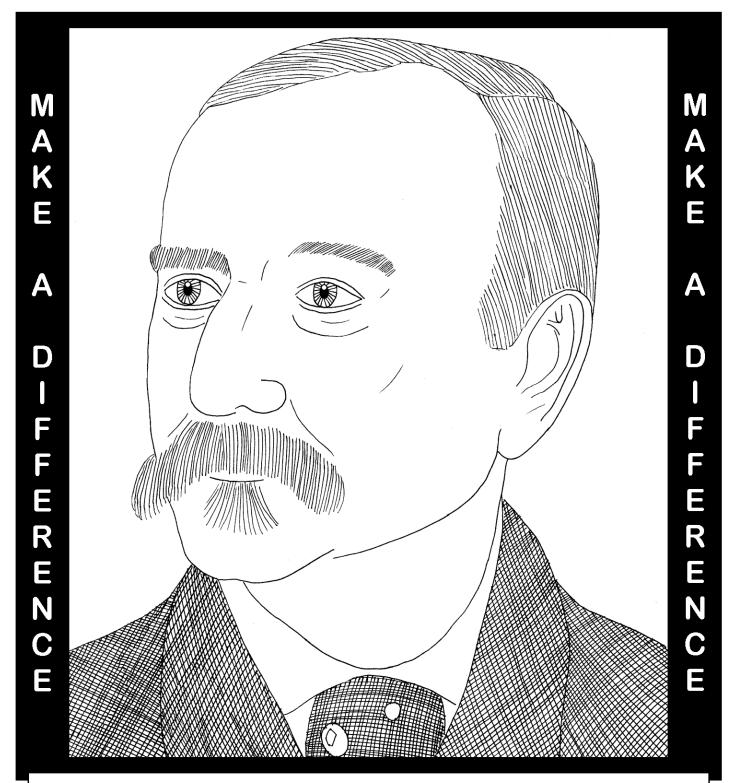
"As the ongoing industrial crusade to turn all earthly life to commercial purpose relentlessly impoverishes the biosphere and human culture, our living images of graceful possibility dwindle."

-- Stephanie Mills



"Basically we should stop doing those things that are destructive to the environment, other creatures, and ourselves and figure out new ways of existing."

-- Moby



"Each generation takes the earth as trustees.

We ought to bequeath to posterity as many forests and orchards as we have exhausted and consumed."

-- J. Sterling Morton

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"The battle we have fought, and are still fighting for the forests is a part of the eternal conflict between right and wrong, and we cannot expect to see the end of it ... So we must count on watching and striving for these trees, and should always be glad to find anything so surely good and noble to strive for."

-- John Muir

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"The fate of the living planet is the most important issue facing mankind."
-- Gaylord Nelson

M M A K E Α D D E E R E N C R E N C E

"The environmental movement has led some of the most successful global campaigns in terms of raising public and political consciousness about the relationship of environment and development and offering alternatives for better governance at all levels from community to the international arena."

-- Michele Perrault

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"Not all is doom and gloom.
We are beginning to understand the natural world and are gaining a reverence for life - all life."
-- Roger Tory Peterson

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"For many of us, water simply flows from a faucet, and we think little about it beyond this point of contact. We have lost a sense of respect for the wild river, for the complex workings of a wetland, for the intricate web of life that water supports."

-- Sandra Postel



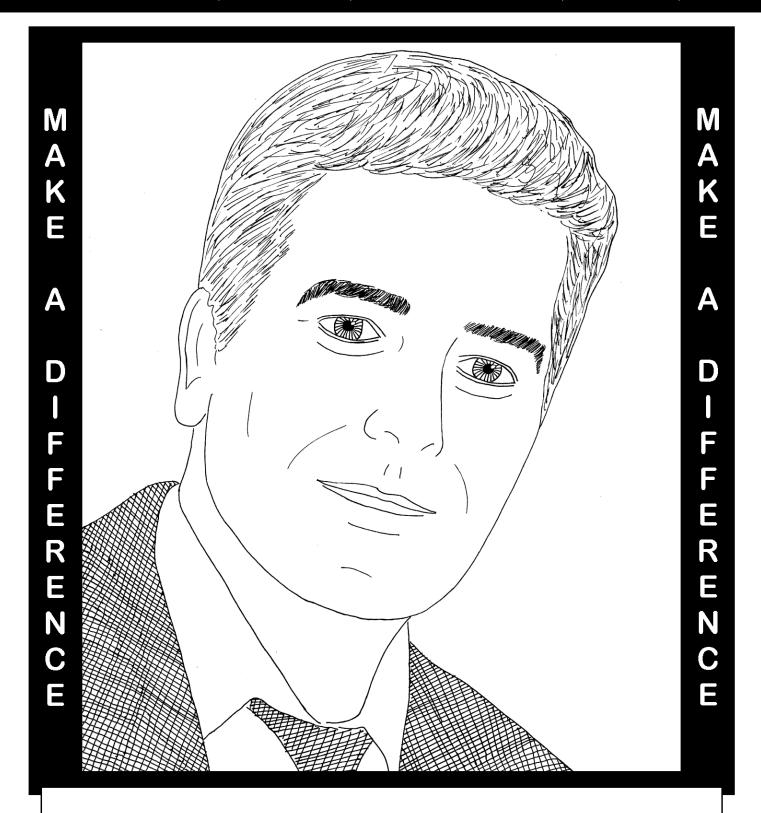
"I think the environment should be put in the category of our national security. Defense of our resources is just as important as defense abroad. Otherwise what is there to defend?"

-- Robert Redford

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"As long as people and the planet are being exploited, and billions of dollars are being made precisely because laborers and the environment are being abused and used up, there will be children going hungry and ecological destruction."

-- Ocean Robbins



"If we think systematically, we will stop asking, "How much is nature worth?" We will know that we are a piece of nature ourselves."

-- Karl-Henrik Robèrt

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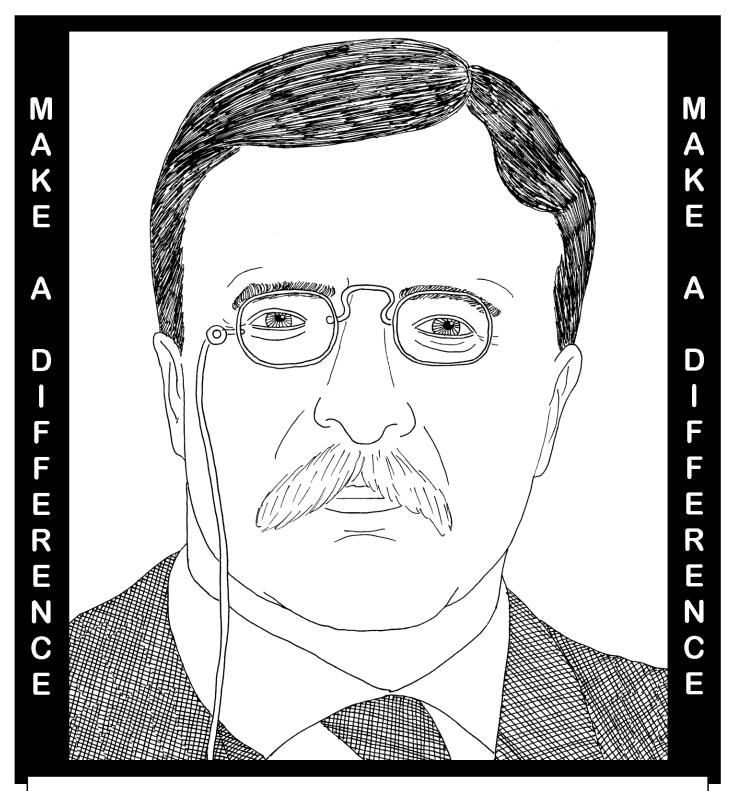
"...conservation of land and conservation of people frequently go hand in hand."
-- Eleanor Roosevelt

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"A nation that destroys it's soils destroys itself.

Forests are the lungs of our land, purifying the air and giving fresh strength to our people."

-- Franklin D. Roosevelt



"The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased, and not impaired in value."

-- Theodore Roosevelt

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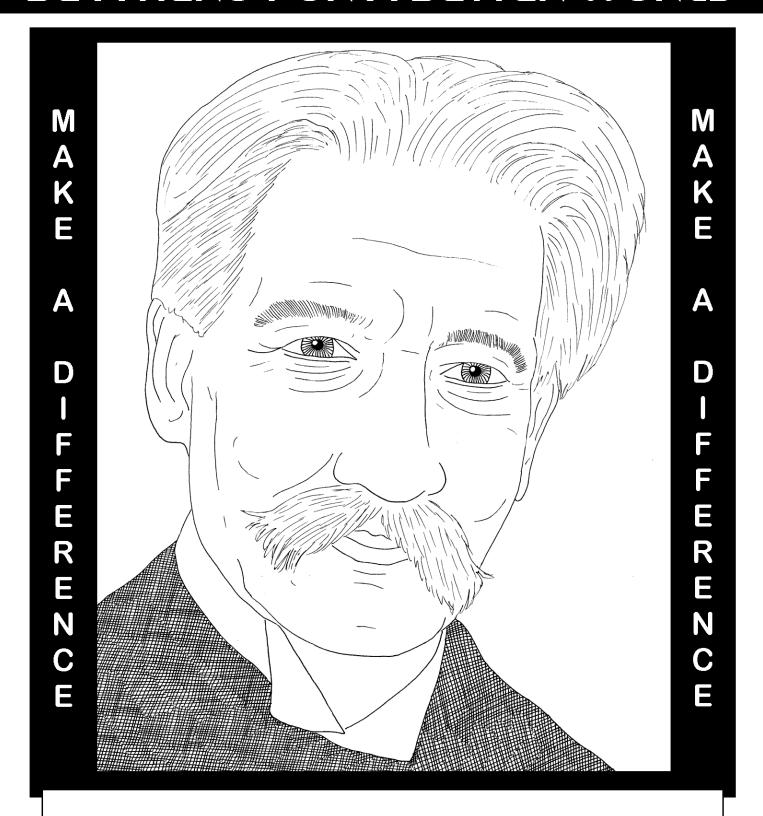
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"Nature provides a free lunch, but only if we control our appetites." -- William Ruckelshaus, 1st EPA Administrator

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> "We still have to learn how to live peacefully, not only with our fellow men but also with nature..."
> -- E. F. Schumacher



"Until mankind can extend the circle of his compassion to include all living things, he will never, himself, know peace."

-- Albert Schweitzer

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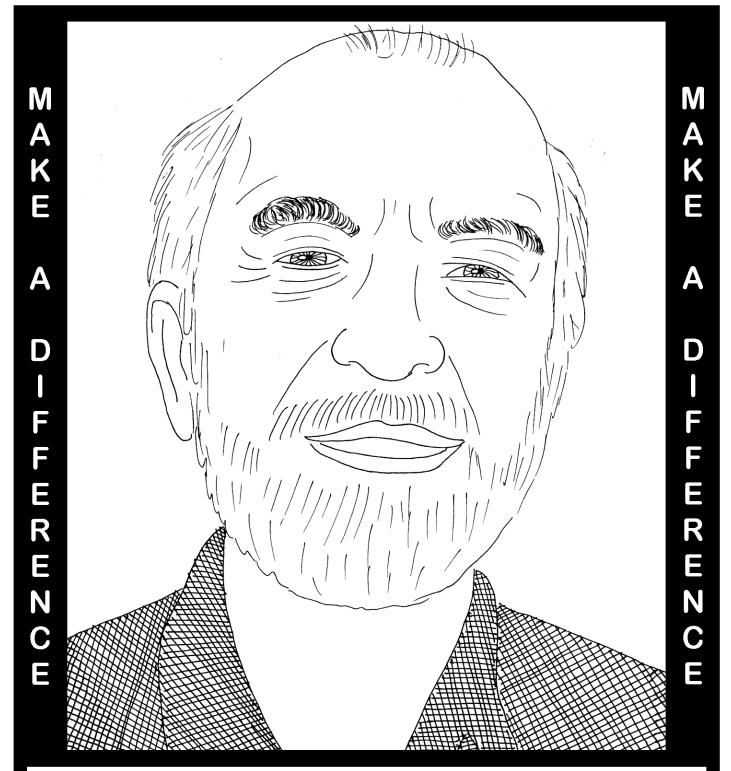
"All things are connected like the blood that unites us. We did not weave the web of life. We are merely a strand in it. Whatever we do to the web, we do to ourselves."

-- Chief Seattle

M M A K E A D D E R E R Ε E N N C E C

"I feel that our planet is in peril and that creating a sustainable planet for my children and my children's children is the most important thing I can do in this lifetime."

-- Kyra Sedgwick



"Many people improving the environment think only in terms of the air they breathe in their hometown and the water in the aquifer under their hometown. My guess is very few are thinking centuries ahead or thousand of years ahead, but that's what we have to do."

-- Pete Seeger



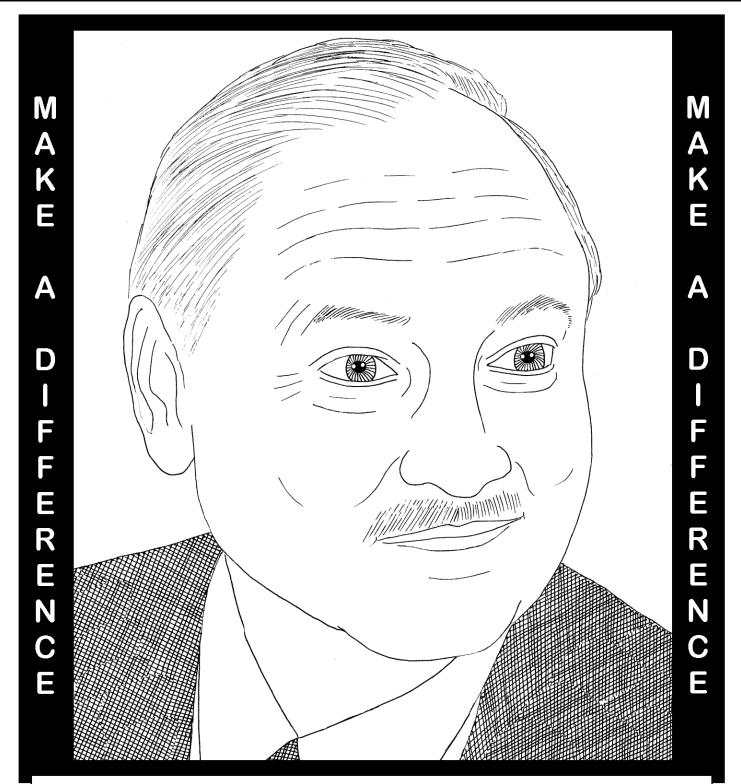
"The primary threat to nature and people today comes from centralising and monopolising power and control. Not until diversity is made the logic of production will there be a chance for sustainability, justice and peace. Cultivating and conserving diversity is no luxury in our times: it is a survival imperative."

-- Vandana Shiva

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"The cleanup costs of polluting a river, injecting pesticides into the ground water, or putting noxious gases into the air have not been figured into the cost of the manufacturing or agribusiness that put them there in the first place. Historically, the economic incentive has been to pollute."

-- Gloria Steinem



"The Earth Charter is important as an expression of the commitment of people throughout the Earth to evoke their own deepest moral, spiritual and ethical principles in the task of ensuring a sustainable future for those who inhabit the Earth now and those who will follow us on the Earth."

-- Maurice Strong

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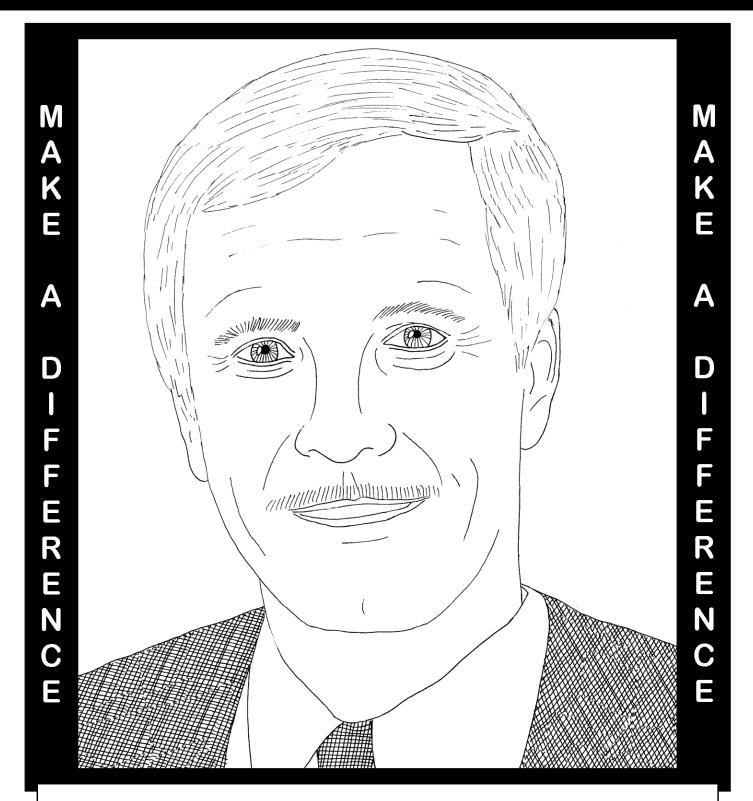
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"As we watch the sun go down, evening after evening, through the smog across the poisoned waters of our native earth, we must ask ourselves seriously whether we really wish some future universal historian on another planet to say about us: 'With all their genius and with all their skill, they ran out of foresight and air and food and water and ideas,' or, 'They went on playing politics until their world collapsed around them.'"

-- U Thant

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"What's the use of a fine house if you haven't got a tolerable planet to put it on?"
-- Henry David Thoreau



"We must go through a natural revolution if we are to survive on earth.

We need to change people's perceptions. If there's no environment,
there's no human race. We are in a state of global denial."

-- Ted Turner

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"Plans to protect air and water, wilderness and wildlife are in fact plans to protect man."

-- Stewart Udall

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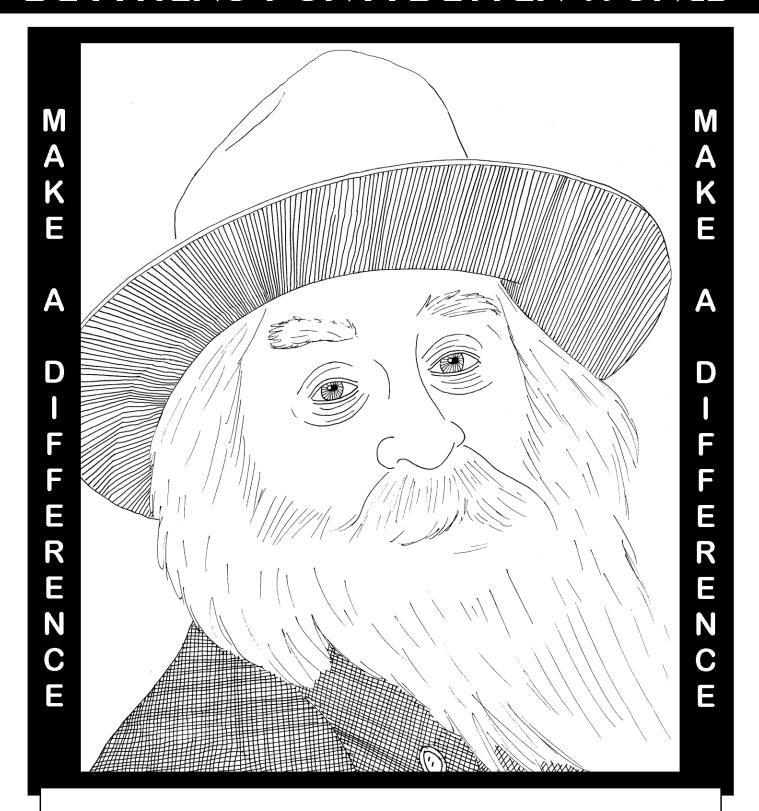
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"When we realize we can make a buck cleaning up the environment, it will be done!" -- Dennis Weaver

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"I would feel more optimistic about a bright future for man if he spent less time proving that he can outwit Nature and more time tasting her sweetness and respecting her seniority."

-- E. B. White



"This is what you should do; love the Earth and sun and the animals..."
-- Walt Whitman

