

Hello Friends,

Happy winter, and New Year of course. The frost has brought the coldest days of the year though the chill may entice you outside to experience our Mediterranean climate in it's sharpest sting. It's also a good time to warm yourselves inside with friends and family. We enjoy *both*, and it's also the perfect time to plan for the year ahead. The City will blossom this year with new life from every direction. From native blue-eyed grass growing up through cracks in a sidewalk to new friendships and partnerships made through solidarity for a common cause and the sharing of wisdom, work, and the harvest. There is so much excitement (personal and market oriented) about "Going Green" and saving the environment that it's hard not to get swept up in the media blitz or see the latest sustainable change from corporations and small businesses alike. Wal-Mart CEO Lee Scott said in a speech broadcast to all of Wal-Mart's facilities last November "To me, there can't be anything good about putting all these chemicals in the air. There can't be anything good about the smog you see in cities. There can't be anything good about putting chemicals in these rivers in Third World countries so that somebody can buy an item for less money in a developed country. Those things are just inherently wrong, whether you are an environmentalist or not." Rather than just tackling one sustainable initiative, Scott is planning on executing the following: increase the efficiency of its vehicle fleet by 25% over the next three years, double fleet efficiency in ten years, eliminate 30% of the energy used in stores, reduce solid waste from U.S. stores by 25% in three years and invest \$500 million in sustainability projects, such as becoming the biggest seller of organic milk, the biggest buyer of organic cotton in the world, demanding that its suppliers figure out ways to cut down on packaging and energy costs, the opening of two "green" Super Centers, and a plan to get 100% of it's energy for US stores from renewable energy sources in the next three years. Of course Wal-Mart has a legacy of environmental damage from occupying over 75,000 acres of would be farmland, wildlife habitat, or green space across the country for it's 3,600 U.S. stores, 100 distribution centers, and parking lots. Some would say Scott's plan is a veritable "green-washing" but anyway we look at it, it's going to be a good thing for the planet whatever they do. When we had breakfast at Zuzu's, a proprietor owned eatery on Cole St, this morning, we were happy to see *they* had made the change to all organic milk and eggs from free range, vegetarian fed hens. This trend is happening all over the City and beyond (see California's latest ground breaking legislation on climate change below).

New for ECOSF

ECOSF has a lot of growing and blossoming to do as well this year and we hope that you would like to grow with us. We will be launching our membership campaign soon, applying for grants to open a physical Ecology Center of San Francisco, and partnering with several other environmental and social-justice non-profits to create a space for the whole community of San Francisco to envision their future and put it into action, with or without the help of politicians, bureaucrats, and market incentives. We want more schools to have teaching, edible school gardens and where possible get their food from local organic farms. We want more backyards and balconies to be bountiful with food, fiber, and fuel. We want more local businesses to follow the sustainable and regenerative path,

reducing their energy, reusing, recycling, and composting their wastes, and more environmentally-friendly practices from "cradle to cradle". We want sidewalks turned into GreenWalks, native wildlife attracting plants replacing cold concrete, and medians to follow suit. We want more citizens going outside, getting involved, growing, greening, volunteering, and committing to awareness, accountability and lifestyle change.

Get Inspired

In the Winter 2007 issue of YES! magazine the focus was: Go Local: Declare Independence from the Corporate Global Economy. They didn't focus on anti-globalization, but how the community can come together in a more beneficial, more productive, and more harmonious way while still fending off globalization's grip on our economy. Their mission is to support you and other people worldwide in building a just, sustainable, and compassionate world. I urge you to pick up a copy (or better yet, borrow it from a friend, or check them out online www.yesmagazine.org) but here are some highlights to get you going:

[Independence from the Corporate Global Economy - The old story says we have to depend on big corporations. The new story tells us we can earn a livelihood, gain freedom, and build community through cooperation.](#)

[Green-Collar Jobs for Urban America - Oakland is creating jobs by going green.](#)

[Local Energy, Local Power - Renewable energy revolution is bring power back home.](#)

[Creating Real Prosperity - Does going local mean abandoning the world's poor?](#)

[How Commerce Consumed the Commons - Where the commons went, and how to get it back.](#)

[Food to Stay - How a local food system builds health and community wealth.](#)

[The Economics of Life in Balance - Pacific Island cultures thrived for millennia on an economy that is nothing like Adam Smith's.](#)

[10 Ways to a Human-Scale Economy](#)

Hopefully you will find this issue as stimulating, inspiring, and a call to action as we have.

California and the Governor Take on Climate Change

Joined by national and international dignitaries who have been leaders in the fight against global climate change, Gov. Schwarzenegger signed [AB 32](#) by Assembly Speaker Fabian Nunez (D-Los Angeles), California's landmark bill that establishes a first-in-the-world

comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, cost-effective reductions of greenhouse gases. "When I campaigned for governor three years ago, I said I wanted to make California No. 1 in the fight against global warming. This is something we owe our children and our grandchildren," said Gov. Schwarzenegger at signing ceremonies in San Francisco and Los Angeles. AB 32 requires the California Air Resources Board (CARB) to develop regulations and market mechanisms that will ultimately reduce California's greenhouse gas emissions by 25 percent by 2020. Mandatory caps will begin in 2012 for significant sources and ratchet down to meet the 2020 goals. In the interim, CARB will begin to measure the greenhouse gas emissions of the industries it determines as significant sources of greenhouse gas emissions. The bill also provides the Governor the ability to invoke a safety valve and suspend the emissions caps for up to one year in the case of an emergency or significant economic harm.

Specifically, AB 32, the California Global Warming Solutions Act of 2006, requires CARB to:

- Establish a statewide greenhouse gas emissions cap for 2020, based on 1990 emissions by January 1, 2008.
- Adopt mandatory reporting rules for significant sources of greenhouse gases by January 1, 2009.
- Adopt a plan by January 1, 2009 indicating how emission reductions will be achieved from significant greenhouse gas sources via regulations, market mechanisms and other actions.
- Adopt regulations by January 1, 2011 to achieve the maximum technologically feasible and cost-effective reductions in greenhouse gas, including provisions for using both market mechanisms and alternative compliance mechanisms.
- Convene an Environmental Justice Advisory Committee and an Economic and Technology Advancement Advisory Committee to advise CARB.
- Ensure public notice and opportunity for comment for all CARB actions.
- Prior to imposing any mandates or authorizing market mechanisms, CARB must evaluate several factors, including but not limited to impacts on California's economy, the environment and public health; equity between regulated entities; electricity reliability, conformance with other environmental laws and ensure that the rules do not disproportionately impact low-income communities.

Because of California's massive and growing economy, the state is the 12th largest emitter of carbon in the world despite leading the nation in energy efficiency standards and lead role in protecting its environment. This was taken from a press release from the governor's office. For the full transcript, go to <http://gov.ca.gov/index.php?/press-release/4111/>

Books to Help You Plan and Grow

Here are just a few titles we feel are going to help you make a difference inside and outside of your home:

[How to Grow More Vegetables*than you ever thought possible on less land than you can imagine](#) by Ecology Action's John Jeavons

[Green Remodeling: Changing the World One Room at a Time](#) by David Johnston and Kim Master, LEED AP

[Going Local: Creating Self-Reliant Communities in a Global Age](#) by Michael H. Shuman (pardon the Amazon link, try to find it in your local bookstore, or ask them to order it for you)

As always we look forward to hearing your suggestions, comments, thoughts, and appreciation. Let us know how we can serve your community best! If you haven't checked out our [website](#), please do. Let us know what you think, what you'd like to see added, and anything else that comes to mind. Happy New Year!

Davin, Tori, and Sam
Ecology Center of San Francisco
www.eco-sf.org
info@eco-sf.org
(415) 846-8164