

# Green Mission News

May 2014 Green Mission News

---

What's in the News...

## It Can Be Done: Making the Case for Zero Waste



Recently I had the pleasure of attending a “Zero Waste Management” training in Chico, CA put on by the [US Zero Waste Business Council](#).

*The training was enticingly held at Sierra Nevada Brewing Company. The location was an ideal fit for the training because Sierra Nevada Brewing Company was the first business to receive the US Zero Waste Business Council's (USZWBC) highest certification, Platinum, with a 99.8% waste-diversion rate. Sierra Nevada Brewing's sustainability coordinator also works as a*

*member on USZWBC's board and assisted in co-presenting the training and giving concrete examples. (Read the [article](#).) by Nicholas Martin -Program Director, Sierra Business Council*

## Wake Up Before It's Too Late

That's what a stunning new UN trade report is saying about the world's approach to agriculture. .. its key message recommends “...a paradigm shift in agricultural development: from a “green revolution” to an “ecological intensification” approach. This implies a rapid and significant shift from conventional monoculture-based and high-external-input-dependent industrial production towards mosaics of sustainable, regenerative production systems that also considerably improve the productivity of small-scale farmers.” (Read the [article](#).)



## External Article Links:

- How the sustainable foods market went mainstream

[www.greenbiz.com/blog/2014/04/04/purpose-economy-book-excerpt](http://www.greenbiz.com/blog/2014/04/04/purpose-economy-book-excerpt)

- It Can Be Done: Making the Case for Zero Waste

[sierrabusiness.org/whats-new/blog/566-zero-waste](http://sierrabusiness.org/whats-new/blog/566-zero-waste)

- Farming Free: An Interview With Vandana Shiva

A global food sovereignty activist speaks out about GMOs, seed freedom and the misconduct of industrial agriculture.

<http://www.motherearthnews.com/nature-and-environment/food-sovereignty-zm0z14jjzchr.aspx#ixzz2zdFRvVyJ>

- Fritjof Capra and Pier Luigi Luisi – The Systems View of Life: A Unifying Vision

[transitionconsciousness.wordpress.com/2014/04/19/guest-article-fritjof-capra-and-pier-luigi-luisi-the-systems-view-of-life-a-unifying-vision/](http://transitionconsciousness.wordpress.com/2014/04/19/guest-article-fritjof-capra-and-pier-luigi-luisi-the-systems-view-of-life-a-unifying-vision/)

- Former Mobil Oil exec urges brakes on gas fracking

Former executive says the drilling cannot be done safely

[www.timesunion.com/business/article/Former-Mobil-Oil-exec-urges-brakes-on-gas-fracking-5422292.php](http://www.timesunion.com/business/article/Former-Mobil-Oil-exec-urges-brakes-on-gas-fracking-5422292.php)

- The fossil fuel divestment movement: Putting the Freeze on Global Warming (25 min video)

[billmoyers.com/episode/putting-the-freeze-on-global-warming/](http://billmoyers.com/episode/putting-the-freeze-on-global-warming/)

- Wake Up Before It's Too Late

a stunning new UN trade report is saying about the world's approach to agriculture

[seedmap.org/wake-up-before-its-too-late/](http://seedmap.org/wake-up-before-its-too-late/)

- The Zero Marginal Cost Society

[management.fortune.cnn.com/2014/04/23/capitalism-economy-jeremy-rifkin/](http://management.fortune.cnn.com/2014/04/23/capitalism-economy-jeremy-rifkin/)

- Illinois could be first state to ban plastic microbeads

[www.chicagotribune.com/news/local/breaking/chi-illinois-could-be-first-state-to-ban-microbeads-20140416,0,875364.story](http://www.chicagotribune.com/news/local/breaking/chi-illinois-could-be-first-state-to-ban-microbeads-20140416,0,875364.story)

- You may find this excellent article helpful in raising awareness about toxic plastics:

<http://www.nature.com/news/toxicology-the-plastics-puzzle-1.15038>

- The West's Coming Tragedy of the Commons

[truth-out.org/opinion/item/22414-the-wests-coming-tragedy-of-the-commons](http://truth-out.org/opinion/item/22414-the-wests-coming-tragedy-of-the-commons)

- Ecological Wisdom From the Heart of Brazil (5 min.video)

<http://alicewalkersgarden.com/2014/04/ecological-wisdom-from-the-heart-of-brazil/>

- Can Permaculture Transform Industrial Agriculture?

[www.treehugger.com/sustainable-agriculture/can-permaculture-transform-industrial-agriculture.html](http://www.treehugger.com/sustainable-agriculture/can-permaculture-transform-industrial-agriculture.html)

- Warming World Threatens Us All, Warns U.N. Report

[time.com/43118/climate-change-global-warming-united-nations/](http://time.com/43118/climate-change-global-warming-united-nations/)

- Climate Change 2014: Impacts, Adaptation, and Vulnerability

[www.ipcc-wg2.gov/AR5/](http://www.ipcc-wg2.gov/AR5/)

- Leaked IPCC climate plan to worsen global warming - ecologists

Critics say bioenergy, carbon capture, among draft report's 'false solutions' to sustain

business as usual economics

[www.theguardian.com/environment/earth-insight/2014/apr/07/ipcc-un-climate-change-mitigation-wg3-worsen-geoengineering](http://www.theguardian.com/environment/earth-insight/2014/apr/07/ipcc-un-climate-change-mitigation-wg3-worsen-geoengineering)

- Amory Lovins: Don't cry for the electric utilities

[www.greenbiz.com/blog/2014/02/12/](http://www.greenbiz.com/blog/2014/02/12/)

- A Taxing Solution to the Greatest Challenge of Our Time

Putting a price on carbon emissions is one of the best ways we can slow the pace of climate change.

[otherwords.org/taxing-solution-greatest-challenge-time/](http://otherwords.org/taxing-solution-greatest-challenge-time/)

- GRAS Out: Surprising Number of Unregulated Chemicals Found in Food

<http://civileats.com/2014/04/10/gras-out-surprising-number-of-unregulated-chemicals-found-in-food/#sthash.HVG7r7tf.dpuf>

- Desmond Tutu: We need an apartheid-style boycott to save the planet

We must stop climate change. And we can, if we use the tactics that worked in South Africa against the worst carbon emitters

[www.theguardian.com/commentisfree/2014/apr/10/divest-fossil-fuels-climate-change-keystone-xl](http://www.theguardian.com/commentisfree/2014/apr/10/divest-fossil-fuels-climate-change-keystone-xl)

- System thinking at the core of Circular Economy - new publication

[www.worldresourcesforum.org/system-thinking-core-circular-economy-new-publication](http://www.worldresourcesforum.org/system-thinking-core-circular-economy-new-publication)

and [www.worldresourcesforum.org/files/publications/RZ\\_a%2B\\_Kreislaufwirtschaft\\_englisch.pdf](http://www.worldresourcesforum.org/files/publications/RZ_a%2B_Kreislaufwirtschaft_englisch.pdf)

11 steps toward going “zero waste” in the bedroom

[www.treehugger.com/green-home/11-steps-toward-going-zero-waste-bedroom.html](http://www.treehugger.com/green-home/11-steps-toward-going-zero-waste-bedroom.html)

- Rising prices aid \$15B food fraud problem

[www.cnn.com/id/101569334](http://www.cnn.com/id/101569334)

you may find this excellent article helpful in raising awareness about toxic plastics:

<http://www.nature.com/news/toxicology-the-plastics-puzzle-1.15038>

- Colgate-Palmolive Commits to 100% Recyclable Packaging by 2020

[www.rebnews.com/news/manufacturing/colgate-palmolive\\_commits\\_100\\_recyclable\\_packaging\\_2020.html](http://www.rebnews.com/news/manufacturing/colgate-palmolive_commits_100_recyclable_packaging_2020.html)

- A new, market-based approach to recycling

The notion of “extended producer responsibility” is the core idea behind a new market-based approach to recycling.

[www.startribune.com/business/255782741.html](http://www.startribune.com/business/255782741.html)

- Let This Earth Day Be The Last

[www.thenation.com/blog/179375/let-earth-day-be-last#](http://www.thenation.com/blog/179375/let-earth-day-be-last#)

- The High Price of Cheap Chicken

New rules could make slaughterhouses more dangerous for workers while increasing risks for consumers. [otherwords.org/high-price-of-cheap-chicken/](http://otherwords.org/high-price-of-cheap-chicken/)

- A zero waste world, a world where the very concept of waste is obsolete (3 min video)  
<http://vimeo.com/78420086>

Fig. 5b shows that if coal CO2 emissions were phased out over 2010-2030, atmospheric CO2 would peak at 400-425 ppm. In that case it would just be feasible to get atmospheric CO2 back beneath 350 ppm via the carbon uptake potential of improved forestry and agricultural practices, which could draw down atmospheric CO2 by as much as about 50 ppm.

<http://www.greenpeace.org.uk/files/pdfs/climate/hansen.pdf>

Follow the Honey: 7 ways pesticide companies are spinning the bee crisis to protect profits <http://libcloud.s3.amazonaws.com/93/f0/f/4656/FollowTheHoneyReport.pdf>

Science Media Centre Spins Pro-GMO Line

<http://www.prwatch.org/news/2014/04/12442/science-media-centre-spins-pro-gmo-line>

- It's the toxic herbicide Roundup and glyphosates, stupid!

<http://rt.com/op-edge/154000-toxic-herbicide-gmo-monsanto/>

“The opposite of play is not work. The opposite of play is depression” – Steve Keil

"It cannot be denied that an improved system of practical domestic cookery, and a better knowledge of its first principles, are still much needed in this country; where, from ignorance, or from mismanagement in their preparation, the daily waste of excellent provisions almost exceeds belief." - Eliza Acton  
Modern Cookery for Private Families (1845 )

###

Full Length Article Below:

[fs-unep-centre.org/publications/gtr-2014](http://fs-unep-centre.org/publications/gtr-2014)

## Global Trends in Renewable Energy Investment 2014

According to Global Trends in Renewable Energy Investment 2014 – produced by the Frankfurt School-UNEP Collaborating Centre for Climate & Sustainable Energy Finance, the United Nations Environment Programme (UNEP) and Bloomberg New Energy Finance – the investment drop of \$US35.1 billion was partly due to the falling cost of solar photovoltaic systems. The other main cause was policy uncertainty in many countries, an issue that also depressed investment in fossil fuel generation in 2013.

Additional highlights:

- Total investments fell in 2013 by 14% to \$214 billion worldwide, reflecting significant cost reductions and the impact of policy uncertainty.



- Solar PV, in particular, improved its cost-competitiveness: some 39GW were installed, up from 31GW in 2012, for fewer dollars invested.
- The number of markets that can compete without subsidies is increasing.
- Renewables excluding large hydro account for 43.6% of 2013's newly-installed generating capacity.
- Wind investments remained roughly the same, while solar PV outlays dropped 20% despite a record amount installed.
- In 2013, China for the first time invested more in renewable energy than Europe.
- Renewable energy investment in Japan increased by 80 % during the last year.

ALL KEY FINDINGS (20 pages):

[fs-unep-centre.org/sites/default/files/attachments/14008nef\\_visual\\_12\\_key\\_findings.pdf](http://fs-unep-centre.org/sites/default/files/attachments/14008nef_visual_12_key_findings.pdf)