

SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

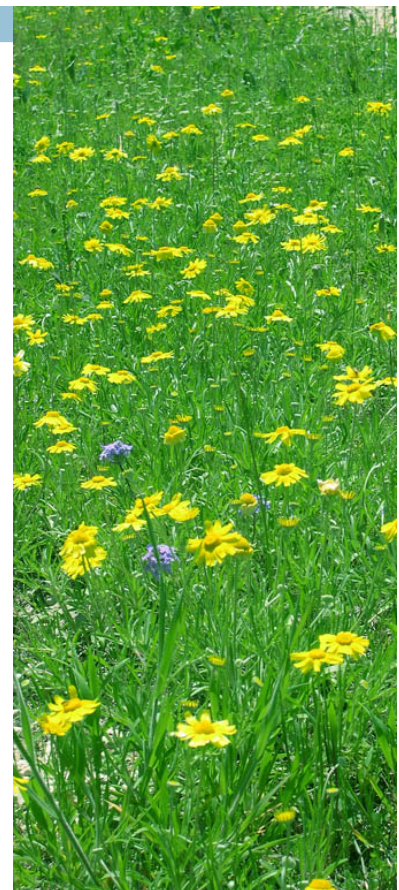
The Sustainability Campaign

Audubon Lifestyles and the International Sustainability Council is partnering on a project called The Sustainability Campaign. In essence the Campaign is aimed at creating awareness about the complex issues of sustainability, while forging partnerships with Universities, Government Agencies, Businesses and Not-for-Profit organizations for the purpose of taking immediate action in regard to how we all manage ourselves within each of our personal and professional lives.

As we have said quite often, "We cannot wish ourselves to a sustainable future. We must work ourselves to a sustainable future, one person and one place at a time." We cannot let ourselves become overwhelmed with the magnitude of the issues we are facing. This will lead us to giving up and not taking any actions. Everyone can do something, and if we all did those small things that may seem inconsequential the collective results can be huge and very meaningful.

The SustainAbility Newsletter is one communication vehicle that we have created to continue to spread the message about sustainability. We will include what might seem like simple examples of plain old conservation techniques. But, these plain old conservation techniques are the foundation blocks of sustainability.

The products that you choose to purchase make a difference. The way you manage your business makes a difference. The present sorry state of our economy is showing results of past unsustainable practices. It is past time for a change! We must change our ways and we must focus on sustainable economic, environmental and social practices.



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Fast Fact

Many appliances use electricity even when they're turned off. It's called a phantom load, or vampire electricity, and as much as 75 percent of the electricity used by home electronics and small appliances is used while they're turned off.



Recycle Your Cell Phone

When you are finished with your cell phone, make sure it gets disposed of properly.

The average lifespan for a cell phone is a brief 18 months, and currently, only 1% are recycled. On average, 130 million are retired annually in the U.S. alone.

Yet almost all cell phones contain enough lead to qualify as hazardous waste under federal regulations. And even lead-free phones are considered hazardous under California regulations because of the high amounts of copper, nickel, antimony and zinc that leach into landfills.

So do something good for the environment and recycle your old phone.

Green Cities Florida

Green Cities™ Florida is the inaugural launch of the Green Cities™ event series. This event held **May 19-21, 2009** at the Orange County Convention Center North Concourse Building will create significant opportunities specific to creating a green economy in the state of Florida. This is not your usual conference; Green Cities™ offers interactive and collaborative workshops, nationally known experts in sustainability, best practices case studies, conversation café environments, meet the consultants' roundtable, green jobs seminar, and open space technology sessions. This event is designed to provide you: short and long-term steps towards sustainable practices, opportunities to network with like-minded peers, green tools and resources, and demonstration on how the "triple bottom line" does provide for people, planet, and profit. The outcome for attendees will be direct paths to joining the wave of business and government who are leading the green economy. Green Cities™ Florida Showcase is an interactive and educational demonstration of sustainable solutions. The showcase area will also feature:



- Premier sponsors' sustainable products and services
- Green Bookstore
- Fair Trade and organic beverage break networking
- Organic meal buffets
- Cool Green lounge area

Learn more at: <http://greencities.com>

Choosing a green hotel

There are [a number of Web sites](#) that list environmentally friendly hotels, B&B's and lodges around the world; these are a good place to start. Keep in mind that each site has its own guidelines for rating properties, so you'll want to do your homework to make sure that the hotel meets the standards you're looking for.

A few questions to ask before booking your hotel:

- Is the hotel locally owned and operated? If not, is it at least staffed by local employees?
- What kind of recycling programs does the hotel have (aluminum, plastic, paper, gray water, composting)?
- Do guests have the option to reuse towels and sheets instead of having them changed every day?
- What programs does the hotel have to reduce consumption? Examples include energy-efficient lighting, low-flow toilets and showers, and alternative energy sources like solar or wind power.
- How does the hotel contribute to the local community?

LandDesign Becomes ISC Charter Member

LandDesign, with offices in Charlotte, NC, Washington, DC, Pinehurst, NC, Asheville, NC, Tampa, FL, Nashville, TN and Beijing, China is a multidisciplinary firm that offers services including Urban Design, Planning, Civil Engineering, Landscape Architecture, Branding and Architecture.



LandDesign joined the ISC about a year ago and spent the past several months creating their Sustainability Charter, which was submitted too and approved by the ISC Council. This approved Sustainability Charter is the basis for LandDesign becoming an ISC Charter Member.

Over the next year, LandDesign will create a team approach to implementing their Charter within each of their seven offices. Watch for updates on their efforts in future updates posted on the Sustainability Campaign Blog and in future issues of this newsletter.

For information on LandDesign services, visit their web page at:

<http://www.landdesign.com>

Kick the Plastic Water Bottle Habit

Save resources by drinking from a glass whenever you can, or use a refillable, stainless steel bottle when you are on the go.

Ever wonder where most of those plastic water bottles go that we knock back from every day? Into landfills, where they live on and on and on and on. Exempt from many state deposit laws, and most often used away from home, where recycling bins are scarce, the majority of water bottles do not make it into the recycling stream.



Not only do they accumulate and stress landfills, they are made from polyethylene terephthalate (PET), a petroleum product, and their manufacturing process uses oil, a nonrenewable energy source, and increases CO₂ emissions.

So kick the plastic water bottle habit. That way you can avoid the controversy over chemicals leaching from both hard and soft plastics into your water, even at room temperatures.

Kitchen sponges and the environment

Most discussion about kitchen sponges is around the amount of bacteria they can harbor. A study that found some sponges to contain more bacteria than a toilet bowl sent people scurrying to buy more sponges and change them more often.

Sure, the bacteria issue is a very good point, but what about the environment?

How often do you change your kitchen sponge - once, twice a week? Imagine that being repeated millions of times each week around the world. It's a lot of waste, especially given that so many sponges are made from plastics, making them yet another item in our home that's derived from oil.

While changing your sponge regularly is good hygienic practice, try to purchase ones that are made from only from cellulose fiber - and the cellulose is sourced from plantation forests or recycled. Read the label carefully as some cellulose sponges are impregnated with polyester, a form of plastic.

Earth friendly sponge cleaning

To help keep your "green" cellulose sponge free of nasty bacteria, try to keep it as dry as possible between uses. You can sterilize them by soaking for a few minutes in boiled water, or try a dilute bleach/hydrogen peroxide solution. Two of the most highly recommended methods for killing bacteria and molds on sponges according to the US Department of Agriculture are microwave heating of a damp sponge or dishwashing with a drying cycle. So, if you do use an automatic dishwasher, you can make a little more use of it with each load!

Update your Light bulbs

This one is a no-brainer: Swap your old incandescent bulbs for [compact fluorescents](#) (CFLs). Each bulb may cost a little more (between \$2 and \$7), but a compact fluorescent will pay for itself in mere months and prevent 450 pounds of power-plant emissions over the bulb's lifetime.

If every U.S. household replaced just one incandescent bulb with a compact fluorescent light bulb, the amount of energy saved could light 2.5 million homes for a year.

To help choose the bulb with the right light output for your purposes, visit the chart on [EnergyStar](#). If you need further convincing, *Popular Mechanics* has recently done a [lab test](#) comparing CFLs and incandescents. You'll be surprised at the findings.

Sustainability Campaign Blog

Check out our new Blog At

<http://sustainabilitycampaign.blogspot.com> This is yet another way that we are spreading the message about sustainability. We will be updating the blog on a regular basis and are looking forward to adding information about the actions being taken by our various partners that are involved in the Campaign.

If you have news to share, please let us know by sending us an email with the information that you would like to share with others. Recently our partner in Alaska, the Cold Climate Housing Research Center sent us an email about their own sustainability blog, which we think is very well done. We have created a link to their blog on ours, but for a quick look see check it out:

<http://sustainable.cchrc-research.org>



For more information

35246 US Hwy 19 #299
Palm Harbor, FL 34684

Phone: 727-744-6831

Fax: 727-733-0762

Email: info@audubonlifestyles.com



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Additional Resources & Sources

Audubon Lifestyles

www.audubonlifestyles.com

The International Sustainability Council

www.thesustainabilitycouncil.org

MSNBC

www.msnbc.com

Green Cities

www.greencities.com

Green Living Tips

www.greenlivingtips.com

The Daily Green

www.thedailygreen.com

LandDesign

www.landdesign.com

Sustainability Campaign

sustainabilitycampaign.blogspot.com

Energy Star

www.energystar.gov

Green Hotels

www.independenttraveler.com