

## **WHY DO WE HAVE TO SAVE THE EARTH**

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Most of the time, we go far out of our way to blog from the sunny side idea of the street, but today we have something important to say that involves some strong words. This weekend, throughout much of North America and across the globe, hundreds of thousands of people who care about the environment will get together at protests, concerns, and neighborhood clean-ups and tree planting and accomplish almost nothing.

Our world is opaque by design. It is very, very difficult to get information about the ecological and social costs of the products we buy and the services we use, or even of the actions of the institutions where we work. that's not an accident, transparency empowers, and it's not really in the interests of anyone who benefits from the status quo to empower average people to judge whether their products, services and organizations are doing good things in the world or not.

We have to save our Mother Earth, to know the origin and the journey of things, as well as the departure route and final resting place (or ideally, the place of reuptake into a circular system) we gain tremendous empowerment and autonomy in creating a sustainable world. This is a move from cradle-to-grave processes into a cradle-to-cradle approach, in which we generate no by product that can't be employed in the manufacturing of something else useful. This is the plastic bottle, about closing the loop at the bioplastic bottle making plant.

Until this happens, we are implicated in a footprint which much larger than the size or our own feet. No matter how vigilantly we strive to shrink our personal impacts. No North American can achieve a one planet life until we reduce our continental footprint, so let's go hack those systems. If we take control of the information flows.