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DVD to help individuals, groups take action to fight global warming

Clean Air – Cool Planet (CA-CP) the region’s leading non-profit working to cut emissions that cause global warming, today announced the release of a new tool in the ongoing effort to curb the likely impacts of global warming on the economy, culture, and environment of the Northeast.

Solutions: What’s being done about global warming, a four-part educational DVD, features segments that show how direct action to reduce greenhouse gas emissions that cause global warming is possible now – with positive economic results.

“We hear so often from people that they feel powerless over something as large as ‘global’ warming,” said CA-CP Executive Director Adam Markham. “We wanted to show real results that are achievable now to empower people to begin taking action where they live, where they work, or where they go to school.”

The DVD showcases the economic and social achievements of Shaw’s Supermarkets, Middlebury College, and the City of Keene, New Hampshire, whose people testify to the benefits of reducing greenhouse gas emissions “on camera.” Their DVD case studies illustrate the potential for meaningful action and prove “that doing something about global warming is not just feasible, but often highly profitable from an economic as well as environmental stand point,” Markham said.

The disc, which also includes a file of charts, graphs, and illustrations that can be used in presentations, is intended for a wide range of users, according to Bill Burtis, communications manager at the Portsmouth, NH-based non profit.

“We hope business leaders will show it to their boards, city councils, trade groups, chambers of commerce and service organizations will show it to their members, and legislators will use it to educate their constituents,” Burtis said. “Anyone who has an audience can use this to engage colleagues, customers, members, students, clients, or officials about how they can act to reduce the threat of global warming.”

Solutions opens with a 4-minute summary of global warming and its impacts in the Northeast. Producer Steve Atlas lets Tufts University’s Bill Moomaw, activist and scholar Bill McKibben, and Clean Air-Cool Planet Executive Director Adam Markham lay out the basic certainties of climate science, the lack of national political will, and the opportunities for real innovation and leadership by businesses, organizations, institutions and individuals in the Northeast.

In the DVD segment featuring the region's second largest grocer, Shaw's Supermarkets tells a positive bottom line story, as related by Shaw's CEO Paul Gannon: "The energy management programs we have in place in the company are saving us over \$10 million dollars a year." By reducing energy usage in lighting, heating and cooling, food storage and transportation, Shaw's *also* keeps thousands of tons of greenhouse gases out of the atmosphere.

The *Solutions* segment on the City of Keene, NH tells how city staff instituted a landfill methane-recovery project that generates electricity to power a regional recycling facility – a triple saving that keeps methane out of the atmosphere, avoids the pollution that would have been generated and purchased from the grid, and makes recycling more economical. The city also switched to less polluting, less toxic biodiesel fuel to power city vehicles, from ambulances and fire trucks to snowplows.

At Vermont's Middlebury College, administrators, faculty, staff and students are all involved in reducing the college's carbon footprint. Middlebury, like Shaw's and Keene, has applied efficiency opportunities across the board, from recycling programs to construction projects, from facility operation to procurement policies.

Though success stories about leadership like these are nothing new to Clean Air-Cool Planet, which partners with leading businesses, municipalities and higher education institutions throughout the Northeast, the use of digital video technology to tell these leadership stories is new.

The *Solutions* DVD project came into being when CA-CP teamed up with Far Corners Productions video producer Steve Atlas, with major funding support from the Alida R. Messinger Charitable Lead Trust.

"I've wanted for some time to use DVD and digital video technology to help non-profits get their stories out to targeted constituencies," Atlas says. "I first learned about CA-CP from a long-time colleague, Donald Ross, who felt CA-CP was an ideal test case – real expertise, a clear message to communicate, and good visual stories to illustrate that message. It was a good fit from the beginning, with a very positive outcome."

Solutions points to an increasing recognition that global warming issues can and must be addressed, creatively and proactively, in spite of an absence of concerted national leadership. As Clean Air-Cool Planet's Adam Markham says in his DVD interview: "This is going to be a case where the politicians have to follow the people. There are ways to reduce greenhouse gas emissions, and that's what these projects show—that individuals can make a difference, that institutions can lead."

The DVD, which was also completed with funding from the Emily Hall Tremain Foundation, the Henry P. Kendall Foundation, the New York Community Trust, and the Aveda Corporation, is available by contacting Bill Burtis at bburtis@cleanair-coolplanet.org.