



Smarter today for a greener tomorrow

A worldwide publication commemorating Philly's 2014 Global Youth Service Day.



Minding Climate Change: A Call to Action



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This project was made possible by a generous grant from



Foreword

Creating a Peaceful, Just and Sustainable World

By David Goodman

Changing society begins with an idea hatched in the brain of a human being. Thinking about what is best for all people is what leads to justice and sustainability. When many individuals put their minds to solving big problems, desired results can be achieved. Young people, leading and joining movements, continue to be the stewards of great change.

My brother, Andrew Goodman, was a thoughtful young man. Andy's thoughtfulness and concern for the world led him to volunteer for Freedom Summer in 1964 to register African American's to vote. Jim Crow laws, enforced by racist communities in the South, made him mad. He believed in the Constitution and the Bill of Rights and so he joined a movement that could redeem the promises implied in those great documents.

Tragically, of the nearly 1000 summer volunteers, three young men lost their lives on a deserted road in Neshoba County, Mississippi, on June 21st 1964. (continued >>)



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Andrew Goodman, James Chaney and Michael Schwerner were casualties of institutionalized racism. However, the result of their efforts and those of countless other Civil Rights activists led to the passage of meaningful legislation such as the Voting Rights Act of 1965.

50 years later, as we commemorate the anniversary of Freedom Summer, efforts to disenfranchise and marginalize others still threaten to derail our democracy. The problems are many and varied, but I am heartened to know that so many young people are interested in finding and implementing solutions that include all members of society.

Just like Andy, James and Mickey – thoughtful young people today look around and wonder how to make a difference.

(continued >>)



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Every young person who thinks about what needs to change and takes action is walking in the footsteps of our iconic civil rights heroes, while blazing new trails through creativity.

It is urgent that millennials continue the fight to protect the right to vote and use their voices and networks powerfully through civic engagement work. Today's thoughtful young adults have both the historic lessons of the past and the impressive technology of the present on their side.

David Goodman

President, The Andrew Goodman Foundation

www.andrewgoodman.org



How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

In a country as developed as the U.S, we should actively acknowledge and understand the danger any amount of waste can cause to the environment. In order to create products on a mass scale, corporations need to take from the Earth's natural resources, and are doing so faster than the Earth can replenish them. The needs and demands of 7 billion people on the planet are steadily increasing, yet the resources needed to sustain life are depleting, making the adoption of ecological solutions paramount to survival. The proposal to live in a trash-free society should be investigated not only by politicians, but by scientists and ecologists alike. Once environmental scientists, policy makers and ecologists synthesize their efforts, we'll begin to see an ecosystem that is supportive of the changes the world needs to sustain and advance itself.

With the exception of chemical waste, which is not typically produced by the average citizen, everything should be reused, reduced, recycled, or composted. Trash should **NOT** be an option when dealing with any pre or post-consumer waste in the United States; or the world. With these adaptations come changes that must be made by every institution to ensure synergy in this new ecological ecosystem. Primary School education should not only have curriculum that fosters ecological practices, but standards and measurements – beyond testing – that ensure comprehension. Students should grow up knowing their role as an individual in creating a more environmentally-friendly globe. (continued >>)

Environmental Studies and Protection should be a mandatory class students take in college. Colleges must graduate students that know how to actively and efficiently care for the planet, as ecological ignorance will breed wasteful practices. A corporation's ecological negligence will lead to the extinction of the Earth's natural resources. Governments must regulate and cap the amount of resources companies can take and waste a company can produce.

If companies cannot adapt to the regulations, they should hire consultants or outsource jobs to organizations that can. These practices, however, can be easily adopted and implemented if more econologists were able to identify the multiple ways businesses could ensure revenue would not be jeopardized. If primary schools, universities, and corporations can adopt these practices, then the reduction of consumption and waste, the reuse of items, and the recycling of materials, will be the kind of revolutionary changes citizens will perform. Municipalities can then become catalysts, funneling all post-consumer reusables back to companies, which will stop them from taking what little the Earth has left.

Minding Climate Change: A Call to Action

Famed Director Carlos Saldanha Hopes Rio 2 Will Spark Conversations on Climate Change.



“It’s not a theory; its happening; the planet is not in good shape.”

[@Carloshsaldanha](#)

By Douglas Wallace

How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

While children make up 10% of the world's population, over 40% of the global burden of disease falls on them. More than 3 million children under age five die annually from environmental factors. We burden the futures of our children with our careless treatment of the environment. It's almost silly to believe that if the Earth is a living being, that we shouldn't maintain it as we would maintain ourselves.

The problem starts with the people, however, it doesn't only fall on the people, but those who govern them as well. 1.2 trillion gallons of untreated sewage, industrial waste and storm water are dumped into US waters annually. Which means there is a lack of regulation for people and corporations. Can you count to 1.2 trillion? Most likely you can not, however, you can count how many times government talks about environmental hazards and do nothing about it.

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So the question becomes what can be done? If the government can't directly control the actions of what people do, they should start controlling the consequences. It doesn't matter who you are, black or white, rich folk or poor folk, if you start penalizing their pockets, things will start to change. Even if things don't start changing, let's start solving some of these debt crises that we are in. Use some of the penalty money to put programs back into school.

It's time to have people pay the price for their actions and it's up to the government to actually govern how people are treating the world we live in, at the very least our nation. We must learn to construct communities and economies that are both socially and ecologically sustainable. This can be accomplished by first regulating the people and creating a norm of recycling and composting. Regulate plastic bag usage and fine those who don't recycle. The reason why things don't get done is because people don't see it as a necessity. The solution to the economic feasibility comes with the idea of recycling. Using things multiple times eliminates the needs to obtain new ones.

Minding Climate Change: A Call to Action



[5 Reason to Give a Frack About Climate Change](#)



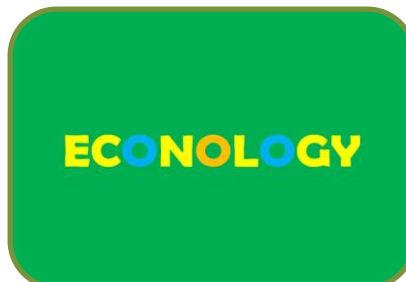
[Climate Change: Why There's No Time for Discrimination](#)



[Honey, Climate Change is a Bee-Ouch](#)



[Can We Do Something About the 7 Million Dead from Air Pollution?](#)



[Why This Word Will Ultimately Save Your Life](#)



[Why the Murder of Millions Still Roam Free](#)

By Anthony Torrance

How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

As part of institutionalizing a greener environment, I would like to direct our attention to some areas of improvement that would help keep our institutions and universities socially and ecologically sustainable.

One area would include the incorporation of recycling bins next to trash cans on every campus across the world. Additionally, I suggest that extra credits be made available to students who collect and compost this waste, as well as to those who allot time to cleaning and greening the campus. Furthermore, all course work can be presented and uploaded through computers and online databases, so that less paper is wasted on pointless handouts that usually don't even make it to the student's home. (continued >>)



Anthony Torrance speaks @ GYSD '14

This also would create less of a chance for the student to “lose” the necessary paperwork for the class. Of course exceptions could be made for students that didn’t have access to a computer at home, or just felt more comfortable with a physical copy. Also, all books that need to be purchased for class should not be available for sale. They should instead be available for rent at a fraction of the price, and can then be re-used by students in future semesters.

Colleges should look into centering most of their small electronics around a core rechargeable battery, streamlining how products, electronics, and appliances are powered. In addition, there should be solar centers that are able to charge almost any electronic device outside; from phones and tablets, to mp3 players. This would encourage more time being spent outside, and also develop a community among those who are considered traditionally introverted.



Minding Climate Change: A Call to Action

Dressed for all climates, Phresh Philly took to the streets to ask Philadelphians their thoughts on climate change.



Phresh Philly is a cohort of teens and millennials who promote environmental advancement through social entrepreneurship training and high school activism.



How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

In order to build communities and economies that are socially and ecologically sustainable, we can first start with ourselves. We are all individuals with different priorities, responsibilities, and resources. However, since we all share the same home and its time is limited, ecology should be everyone's first priority. Everyone has the resources to build their surrounding communities, progress starts with you deciding to recycle your bottles instead of sending them to landfills. Small steps like this will create momentum through our communities.

Those who may have access to more resources can at least look at the statistics on climate change and global warming and act accordingly. Businesses need to be reevaluated at a new standard of what it means to be environmentally sustainable, and this new standard can be a reliable indication that a company is environmentally responsible. This world has been poisoned for decades in the name of convenience and economic growth. The little known fact is, that environmental sustainability and economic growth can co-exist. (continued >>)



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The question is: **HOW?** One way is being green by association. Business who tout a sustainable logo or service are bound to get more sales as consumer consciousness increase. Some businesses have stopped giving out bags when customers buy their products. By doing this they have not only eliminated bags as an expense, but also reduce the number of bags going to the landfill. This forces customers to reuse old bags. These types of practices are logical for any business to adopt, and lead to economic growth.

At this moment, it is our responsibility as consumers to support these types of businesses so that if anything else, other businesses will adopt these practices just for their customers. It's easy to think "I'm just one person, I won't make a difference," but the reality is no matter how large the crowd, it is made up of individual people who all thought the opposite. We need to think the same. Instead of "I won't make a difference," we should be saying "it won't get done unless I do it!" We always look at the majority, but a movement cannot reach a majority level without individual involvement and cooperation. We must shape the public will to join these movements. As a global community, we need to stand together to ensure that the businesses who are serving us play their part in being environmentally responsible. We need to make sure that our future generations can live comfortably and without fear of any dangerously hot summers or #WitchyWinters.

Minding Climate Change: A Call to Action

Days before Global Youth Service Day 2014, Phresh Philly took to the streets to ask Philadelphians their thoughts on City Council banning plastic bags.



Cities like Austin have already done away with distributing plastic bags, could Philly be next to adopt the sustainable trend? And if so, would you support it?

Tweet your thoughts to
@PhreshPhilly w/the hastag
#SaveYaMomma

How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

I think we can all agree that no matter what the condition of our communities are, there's always room for improvement. Specifically in Philadelphia, many key issues include unemployment, crime, drug abuse, poverty, environmental pollution, obesity, and education. Believe it or not, they're all interconnected. For example, the lack of education causes unemployment; unemployment causes poverty; poverty causes crime; and so on.

It may seem that people in these conditions are to blame, but it's actually caused by a lack of a unified community. In order to create solutions towards these issues, we need to ask ourselves: **“How can we build communities and economies that are both socially and ecologically sustainable?”**

In my community I witness how all my neighbors come home from work and stay inside. If we didn't acknowledge each other's presence, we wouldn't even say hi to each other. If we simply just built a community where we all came together and we're able to talk to each other, we can create a support system.

Support systems have multiple purposes: therapy, care, support, mentorship, and emotional. These support systems can be created through people actively participating in community gardens, farms, cleanups, and other recreational environmentally-friendly events.

(continued >>)

If everybody from each block met up once a month – maybe through a community dinner where they prepared and ate the food harvested from a community garden – they can ensure that everyone is working towards success in their lives. We only have each other, and with the over 50,000 vacant spaces in the city, and so much green space that isn't being used for anything other than litter, we can have a community green space in every neighborhood. This can allow for everyone to contribute to helping others make better decisions and avoid negative actions.

In order to sustain our economy, the idea of only having each other can be applied as well. Groceries, for example, are mainly bought at chain stores such as Wal-Mart, Shop-Rite, Pathmark, and Acme. The thing is, within walking distance almost everybody in Philly has a corner store. These types of local businesses have the ability to sell groceries, yet they sell junk food, which is unhealthy. Corner stores should be able to change their inventory and expect people to buy from them. Not only does this save gas, but it also improves the local economy, allows for people to eat healthier in their small communities, and reduces the amount of plastic chips bags and snacks wrappers being thrown in the trash. We have the ability to choose who receives our money, and we as a community need to understand the impact of our purchasing power. (continued >>)

Ecological sustainability is a big issue. Our streets are filled with litter, we're not recycling nearly as much as we should, and we pollute the air greatly as a whole. We have all the resources to do better, but we don't. Recycling is generally easy; all you need to know is the difference between a recyclable item and actual trash. The city even gives out free bins; all you have to do is pick it up. Also, if we all participated in weekly neighborhood clean ups, it would keep the neighborhood clean in the short term, and most likely, we'd stop littering to prevent more cleanups.

I can get into even more unique plans, but they would require the city's contribution, and that process gets way more complicated. We should stick to maximizing the communal involvement, and through ecology, we can continue to move forward in creating a sustainable future everyone is looking forward to.



Minding Climate Change: A Call to Action

Youth Voice Ignite Climate Change Conversation



Phresh Philly meets every Wednesday.
Want to be member? Send an email to
rwilliams@techbookonline.com

What Teens & Millennials Tweeted About Climate Change



How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

My body has never been so confused. I wear a skirt and cardigan one day, as the sun cascades its rays down on my skin **(in the middle of winter)**, and a full winter jacket the next, to protect my body from the sharp and bitter winter winds **(in the middle of spring)**. This is what we call bipolar weather. It never knows what side to show and always takes you by surprise, so you are never able to rightly prepare. But who is responsible for the weather's mental disorder? Humans are. This is a result of global warming, and if you never believed that it is a thing, you better believe it now! However, this change in weather represents only a fraction of our current global issue. Mother Nature is pleading for help and we seem to be ignoring her. Her surface is dotted with litter, her pits are filled with waste that can't be degraded, her streams are contaminated, her skies are suffocating, and her ground is continuously being fractured. So how do we answer her plea? How do we build communities and economies that are both socially and ecologically sustainable?

The first step is holding people and corporations accountable for their actions. It is unacceptable to make a substantial profit while the environment is being negatively impacted. Businesses in Philadelphia should be taxed for the waste they produce, especially because the majority of them are not taxed to begin with. The tax money collected can be invested in purchasing solar panels, improving the efficiency of street cleanups and any other environmentally sustainable program or activity. It can also be used to curb the amount of landfills and landfill gases. (continued >>)

Another equally effective alternative is to advocate for state and federal incentives, such as the Penelac Sustainable Energy Fund and Renewable Energy Production Incentive. These two programs give incentive payments for electricity generated and sold by solar, wind, geothermal, biomass, landfill gas, livestock methane, or ocean resources. City officials should work with state officials to pass certain policies and persuade businesses to use resources that are less harmful to the environment as a means of energy production.

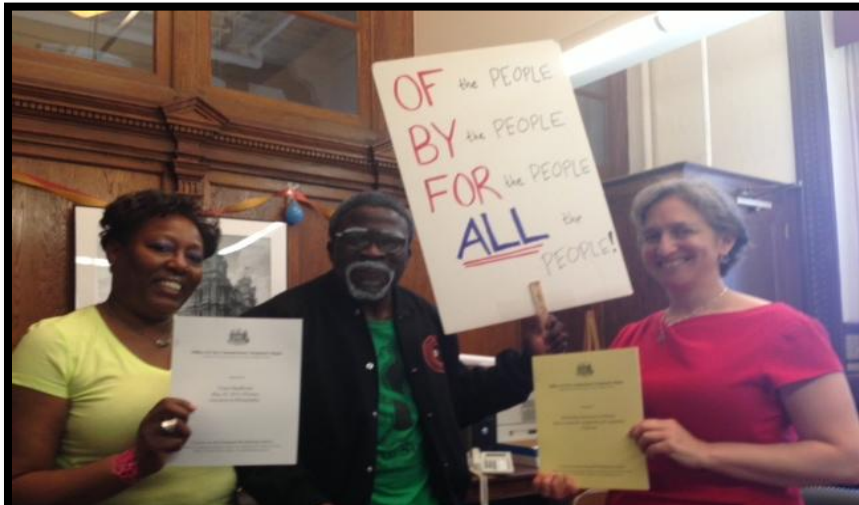
In terms of smaller communities within Philadelphia, City officials should work closely with district officials and grass-root organizations to spread awareness about this pressing issue. On a city-wide level, the city needs to invest more in street cleanups. Trash cans need to be more abundant, especially in areas where there are more people in the streets such as trains and bus stops, and the streets of Center City.

All modes of public transportation should begin to establish concrete plans on how they will go green and how they will achieve that goal annually. Most importantly, I believe that the state government needs to set a limit on how much coal is burned and how much exhaust is released to the air by factories, since air pollution is one of the biggest contributors to our bipolar weather.

Minding Climate Change: A Call to Action



Why People Smiled While Learning About Climate Change & Civics



CLICK PHOTO TO READ STORY

City Controller Alan Butkovitz Reveals the Cost of Extreme Weather



CLICK PHOTO TO WATCH VIDEO

How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

I believe that in order to create long-term, sustainable and community based solutions to the challenges facing our generation, millennials (**young adults born between the years 1976 and 1996**) must authentically engage their peers in identifying problems, proposing solutions, and most importantly, work together to implement these solutions on their campuses and communities. One of the most effective ways of achieving this is through place-based civic engagement. Change does not need to be large to be effective, and involving millennials at the grassroots level helps identify local problems and results in local solutions. Communities form when they come together to rally against problems and fight for solutions. Convening people together to discuss the issues most important to them provides a collaborative work opportunity to propose solutions to those issues and challenges.

I believe in civic engagement through social enterprise education and equipping those closest to the problems with the skills and resources needed to become entrepreneurial and civic leaders in their communities. Education not only creates communities and builds economies, but it gives people the tools to make those structures socially and ecologically sustainable. Educate communities and results will follow. In this vain, Mobilize.org has pioneered a transformative engagement and leadership development model that has resulted in millennial-led solutions to some of the most critical problems being faced by our communities, and our country. (continued >>)

Harnessing the unique attributes and passions of the millennial generation has led to creative and out-of-the-box solutions to some of the most difficult problems to solve in a community. Our approach to community-building has resulted in many millennial-led projects that address issues ranging from the lack of financial literacy for our generation, the need to increase community college completion rates, access to health foods, and the challenges facing our returning millennial veterans.

These social enterprise ventures have created economies and left a lasting impact in their communities. I'm also a firm believer that those who are closest to the problems in communities are the ones that should be empowered to find a solution. That's a sustainable pathway forward for our most blighted communities. Through Mobilize.org, we seek to democratize social entrepreneurship education and place the people who are closest to the problems at the center of finding the solution.





Hip-Hop Community Turns up Volume on Climate Change's Impact

*Hip-Hop Caucus Founder Reverend Lennox Yearwood
Calls Climate Change "Our Lunch Counter Moment."*

By Christopher "Flood the Drummer®" Norris

Reverend Lennox Yearwood, an iconic and influential figure in the hip-hop, politics and faith community, is calling climate change **"our lunch counter moment."**

The high-profile Christian activist who founded the Hip-Hop Caucus in 2004 is urging the African-American community to possess the same rigor, determination and unbridled passion that activists in the 60's had when wanting to sit at white-only lunch counters, to fight for environmental justice and the basic right to live.

In an exclusive interview with [Techbook Online](#), Terence Muhammad aka TC, who serves as the logistical coordinator for the Hip-Hop Caucus, asserted that **"hip-hop is the largest communicator of information today"** and that young folks in particular – who idolize hip-hop artist – are not listening to the **"preachers and politicians,"** so **"why not use hip-hop to carry the message?"** (continued >>)

Hip-Hop Community Turns up Volume on Climate Change's Impact

Following a treasured tradition of using the culture of music to speak to issues, and leveraging perceived celebrity to ignite citizens to act, the HHC is turning up the volume on climate change conversations, as issues such as: **asthma from air pollution, cancer, and food deserts** are having a severe impact on communities of color.

“We sat down to have social equality, now we have to stand up for our very existence. It’s not about getting along with someone; we just want to be alive to socialize with someone else,” says TC, who grew up in Greensboro, North Carolina, a city he claims had **“high rates of asthma and the worst air pollution in the state.”**

As we talked about air pollution and the nearly 7 million people who died from it worldwide in 2012, the topic of carbon emission from sneaker manufacturing came up. And given how integrated fashion is to the hip-hop culture, I was curious as to how TC thought the fashion industry would push-back as hip-hop takes a shift in priorities. TC says in activism you’ll always get push-back, but in the words of his leader, they **“can’t stop, won’t stop!”** (continued >>)

Hip-Hop Community Turns up Volume on Climate Change's Impact

Adapting to climate change doesn't necessary mean the end of fashion's intimate relationship with hip-hop. TC points out: **“there's plenty of eco-friendly clothing that looks good, it's just a matter of introducing it to the community.”**

And despite the belief that African-Americans don't care or are not engaged in efforts to protect the environment, TC illuminates the long-standing practices of black farmers – and sometimes our grandparents – who warned us when eating fruit: **“don't spit the seeds out, save the seeds so we can replant them!”**

TC says even the three R's of recycling – reduce, reuse and recycle – is another practice in many communities of color, especially when it comes to clothing. (continued >>)

Hip-Hop Community Turns up Volume on Climate Change's Impact

“I know about recycling because I remember the patches that were on the pants that were passed down from my brother. We didn't just go out and buy new clothes, we re-used our clothes. And when the clothes got to raggedy to wear, we'd rip them and sell to a rag shop so they could repurpose the material and make rags to sell to mechanics.”

TC's call to action to millennials is learn more about what you can do to help save the planet. He says there are always gardens to grow and air quality to treat. More importantly, he says, **“don't make your issue a silo issue. No matter what problem you're working on, tie it to the sustainability of our lives.”**

Thanks for reading. Until next time, I'm [Flood the Drummer®](#) & I'm Drumming for JUSTICE!™



How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

I've been in the Urban Youth program, formally known as The Urban Youth Racing School, for years now. I am also in a naval engineering program, where I help to build navy engines with actual navy officers. Through my participation in these programs, I know that technology exists that can completely provide energy for cars and other vehicles, without using gasoline, so companies and governments should look into that.

If we can find a way to make electrically powered engines run faster and more efficiently, we as a society can charge our cars opposed to fueling them through gasoline. We can place charging centers in parking spaces at supermarkets, powered by the environmental activity that takes place regardless of whether or not we capture that untapped free flowing energy. Our cars already have multiple computers in them, so we're moving in the direction of using more chargeable technology anyway. Why not integrate this kind of technology completely?
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75% of the planet is water, and this, too, can be used to create clean energy. There are already environmental specialists that are using hydro compressors to channel saltwater into machines that remove the salt from the water, allowing for it to be drinkable. In 20 years, 20% of the population will not have access to drinkable water, even though 40% of people live near coasts.

Through reverse osmosis, and the technology that allows us to purify water, we can create energy that can be used for businesses, schools, and municipalities, and give people drinking water. Underwater windmills could also feed cities energy as well, but if money from governments, foundations, and more organizations is not supportive of these kinds of initiatives, we'll never see these technologies in our cities.



How Can We Build Communities and Economies that are Socially and Ecologically Sustainable?

When considering the interconnectedness of people across worlds, I find it nearly impossible not to focus on the concept of externality. The way in which we are all connected by our actions, effects, and experiences is modeled in a variety of ways across disciplines. Externalities belong to economics, but the concept applies broadly.

For those not familiar, an externality is a value **(positive or negative)** that is created, and yet not accounted for. The most common example cited is pollution. Industrial facilities produce goods that have value. Theoretically, their value is equal to or greater than the price at which they're sold. But at the same time, of course, these facilities produce something else; something that has a negative societal value. So who is to reimburse society for the damages? In short, nobody; though we do have carbon credits now, which is a small internalization of this externality.

Externalities are everywhere and, though economists tend to focus on negative ones, this need not be the case. Education produces some of the most important positive externalities. By becoming more educated, we are not only serving ourselves; we are helping to build a knowledgeable and engaged society. The effects are felt by all, but only the individual impact is internalized. Furthermore, public discourse connects humans across cultures and worlds to create a wealth shared by everyone. **(continued >>)**

An idea worth discussing is the internalization of all or most externalities. Accounting for externalities (and thereby eliminating them) theoretically would not extinguish the positive activities in which we engage. Rather, it would reward people for their positive actions and "punish" people for their negative ones (positive and negative with regard to their impact on society).

This is a very utilitarian argument. One result would be the creation of what economists call, "true cost pricing." It's appealing to think of a just system in which no societal costs can be externalized. But given barriers to feasibility, this could only go so far. Moreover, is this outcome really desirable?

I've been thinking a lot about the problem of externalities, but I'm still empty-handed. It may be worth considering that externalities don't have to be a "problem" at all. As mentioned above, there exists a wealth of positive externalities in the world. And internalizing all of them would be an unbearably insular approach that assumes that people only seek personal gain.
(continued >>)

Though internalization would encourage beneficial activity, it would do so by disconnecting people from one another. People would no longer take actions for the benefit of society or simply to share something dear. Activity would be integrated into a system of transactions, in which people's effect on each other is minimized and compensated.

Altruism would be nearly impossible. Perhaps a better direction would be to embrace all of the incredible externalities we create. No, I'm not suggesting that we embrace chemical-dumping factories or social injustice. I'm suggesting that the answer lies in philosophy. I think, with the right outlook, these crimes could become less prevalent. A more connected and less Emersonian worldview could foster a massive exchange of positive, even altruistic externalities. What worldview would this be? And by what means would we get there?



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A Philly drummer playing a global beat, Christopher A. Norris is an award-winning journalist, online content producer & professional drummer endorsed by TRX Cymbals.

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