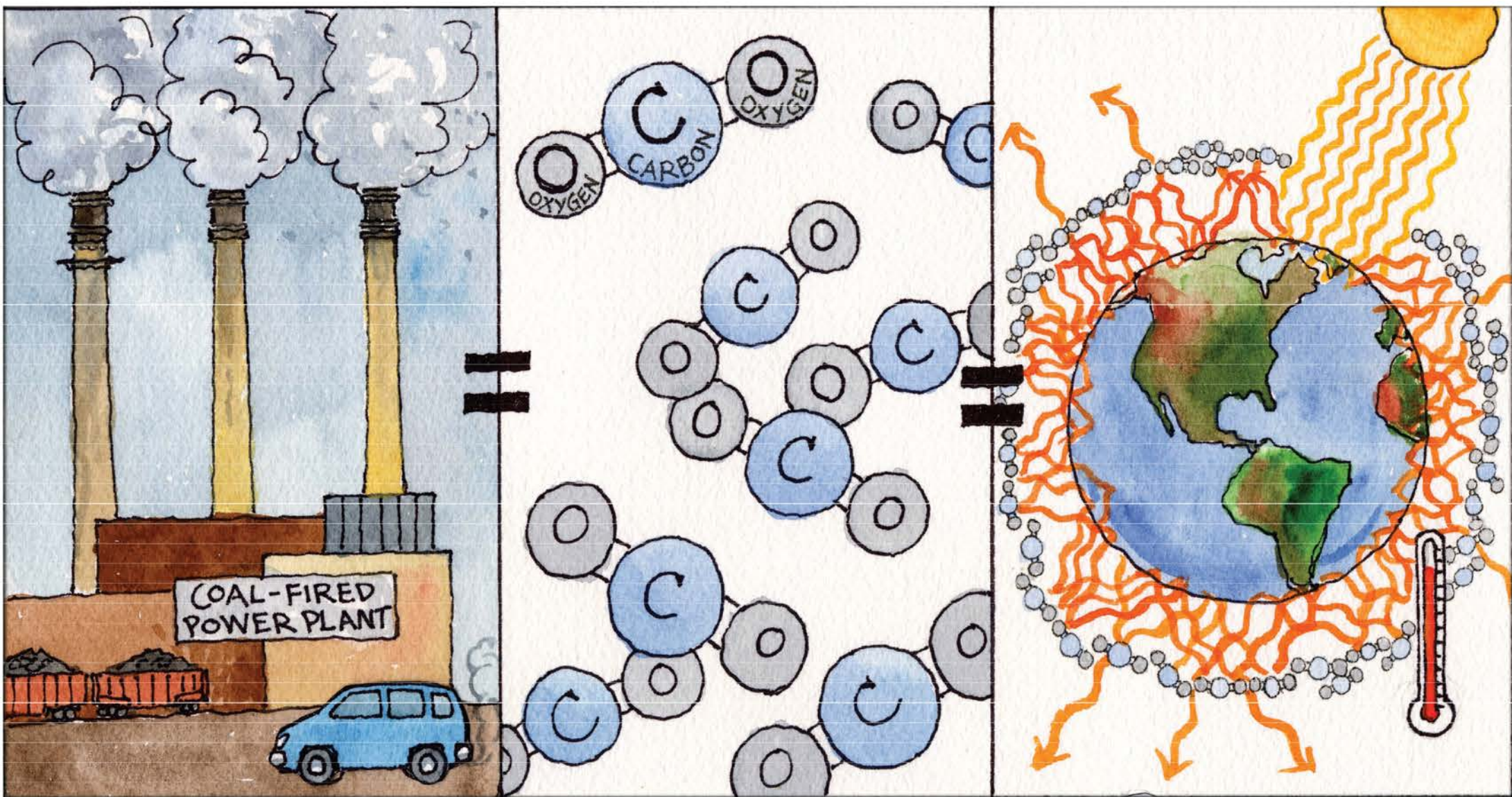


★ To fight global climate change, we must reduce greenhouse gases like carbon dioxide by 70%

GLOBAL WARMING:

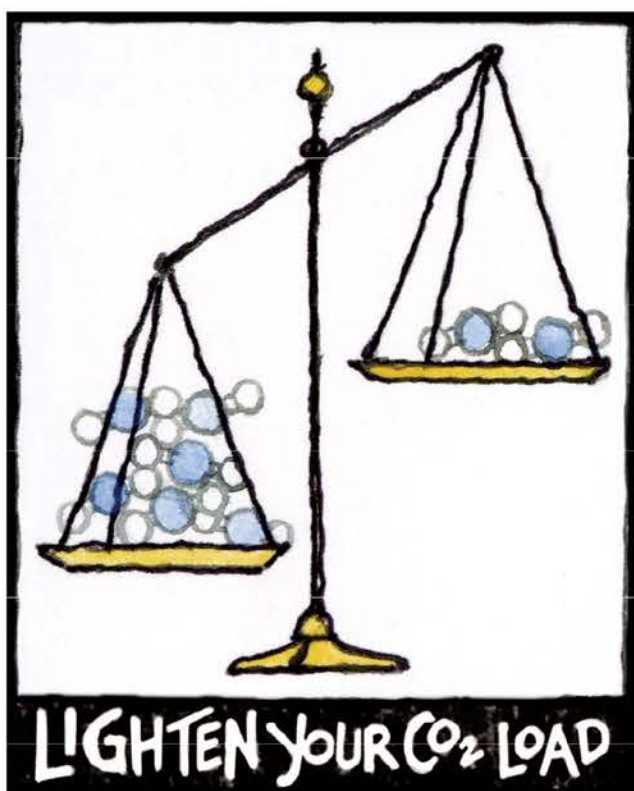


Carbon dioxide (CO₂) is released when fossil fuel burns.

CO₂ and other greenhouse gases trap and radiate heat back to Earth.

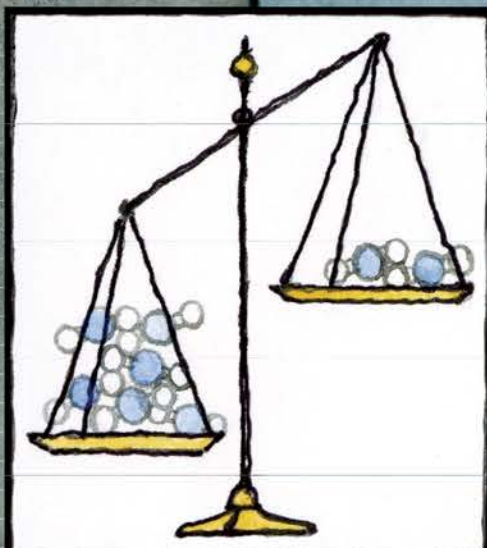
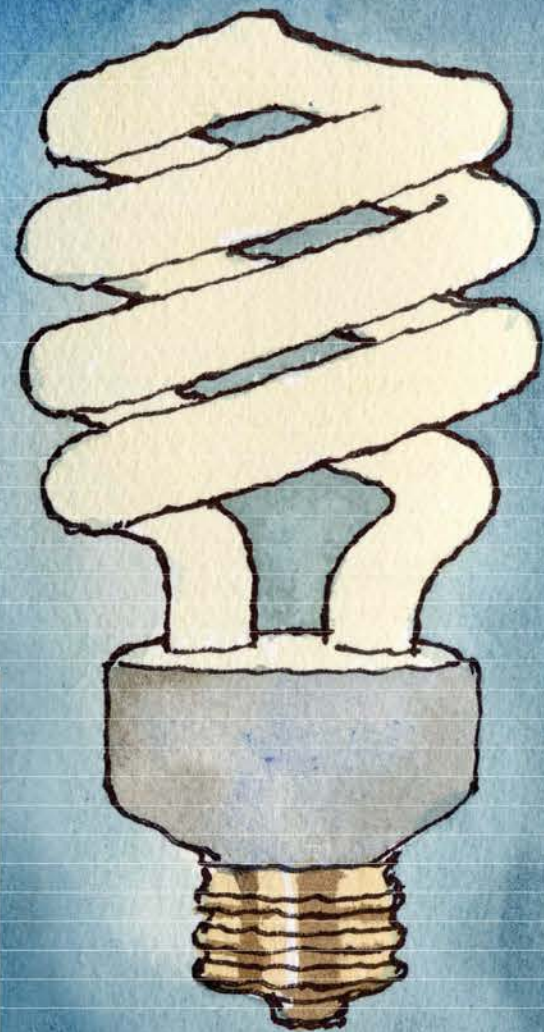
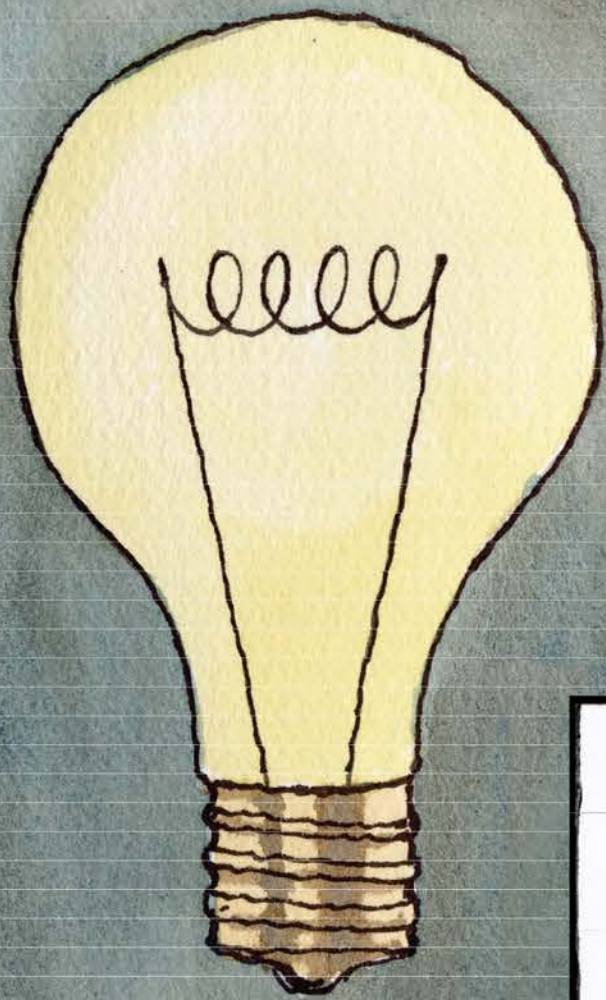
Excess greenhouse gases are changing Earth's climate faster than normal.

LET'S COOL IT!



- ★ **Conserve energy at home**
- ★ **Buy green power**
- ★ **Plant trees**
- ★ **Use less gas**
- ★ **Reduce, reuse, recycle**
- ★ **Educate yourself and others**
- ★ **Demand political action**

CONSERVE ENERGY



LIGHTEN YOUR CO₂ LOAD

Incandescent light bulbs waste energy and money

An incandescent light bulb costs 75¢ or less, but it will typically cost 6 to 10 times that for electricity over its relatively short (750-hour) life. This is because 90% of the electricity that runs an incandescent makes heat, not light.

Lighting uses about 22% of all the electricity generated in the United States and accounts for 39,000,000 tons of carbon dioxide emissions each year.

When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.

Compact fluorescent lamps (CFLs) save energy and money

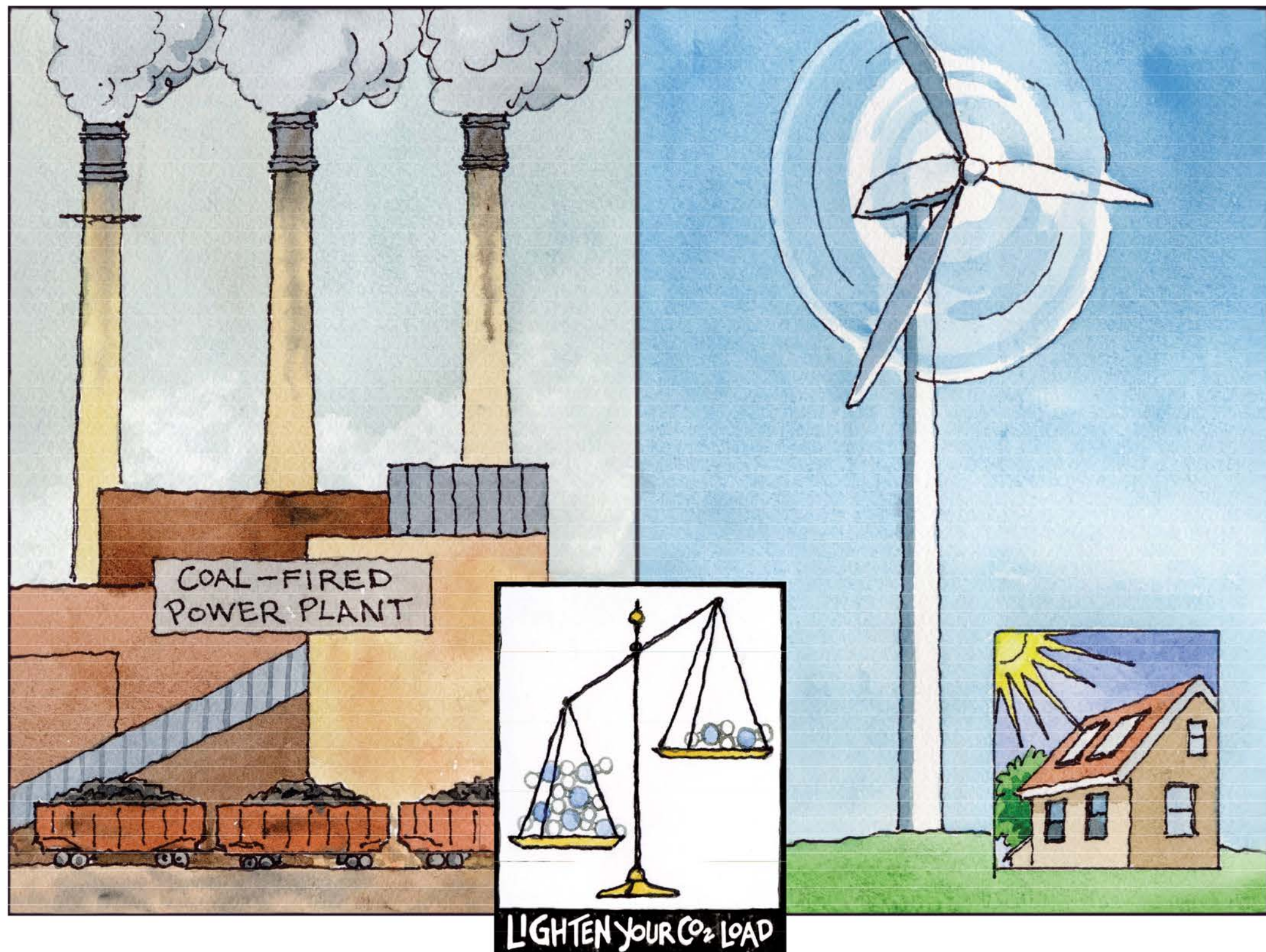
CFLs cost more than incandescent bulbs up front, but are four times more efficient and last at least seven times longer.

Using an 18-watt CFL instead of a 60-watt incandescent bulb will prevent about a ton of CO₂ emitted by coal plants from entering our atmosphere over the lamp's 8 to 10 year life.

Which light bulb will you choose?

★ To fight global climate change, we must reduce greenhouse gases like carbon dioxide by 70%

BUY GREEN POWER



Coal inflicts heavy CO₂ damage

Coal fires 75% of our electricity

To power their homes, each Minnesotan burns an average of 7 tons of coal per year, adding 13,500 pounds of CO₂ to our atmosphere.

Coal is worse than gas and oil

Coal produces about 2 pounds of CO₂ for every kWh of electricity. Burning natural gas emits about 45% less CO₂ than coal and almost 30% less CO₂ than oil.

Fossil fuels spew 80% of the CO₂

In the year 2000, 80% of greenhouse gas emissions in the U.S. came from CO₂ directly attributable to the combustion of fossil fuels to power our stuff.

When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.

Renewable energy stops CO₂ emissions

Wind energy is easy to buy

Signing up for 100% wind power eliminates your electricity-related CO₂ load. Plus, you avoid mercury, particulates, sulfur dioxide and nitrogen oxide emissions from burning coal.

Solar energy shines

Every kilowatt of solar energy installed on your house or neighborhood café keeps 120 tons of CO₂ out of the atmosphere over the 30-year life of the system.

What's cool about green fuel?

Burning plant material, such as wood waste or prairie grasses, to make electricity combined with growing newplants keeps CO₂ levels in balance. Living plants absorb CO₂.

Which source of electricity will you choose?

PLANT TREES



Treeless homes cost more to heat and cool

Treeless houses are hotter in the summer and colder in the winter. The more you air-condition and heat your home, the more coal or natural gas you burn. Burning coal emits about 2 pounds of CO₂ for every kWh of electricity generated compared to natural gas, which emits just under a pound.

According to the U.S. Department of Energy, heating and cooling systems in the U.S. emit over 500 million tons of CO₂ each year. One-sixth of all the electricity generated in the U.S.—an average of 4,300 kWh per person—is used to air condition buildings.

When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.

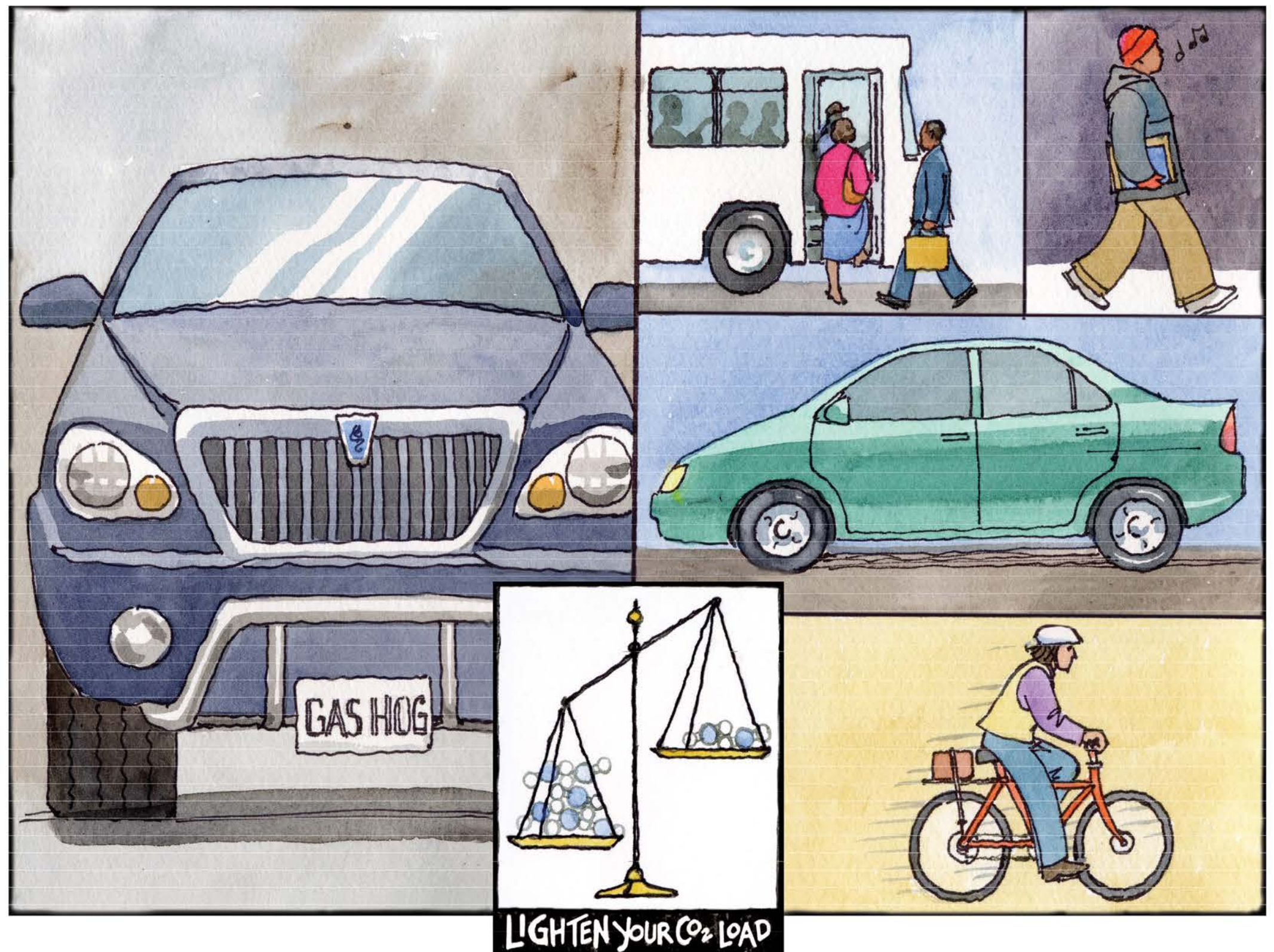
Landscape with the sun in mind

Trees keep homes cool in summer. Shade trees planted on the east and west sides of your home can reduce the temperature inside by 10 to 20 degrees. Cooling with trees can save you \$100 to \$250 annually in electricity costs, eliminating 1.5 to 2 tons of CO₂ emissions per year.

On cold winter days, sunlight streaming into windows through leafless branches can raise the temperature of a room several degrees. Also, when strategically placed, deciduous trees and evergreens can deflect cold winds away from your house.

What landscape choices will you make?

USE LESS GAS



Gas hungry cars spew CO₂

Personal transportation vehicles that burn petroleum produce 20% of the total U.S. CO₂ pollution.

Compare the cost

Typical light trucks and SUVs spew out 43% more CO₂ and 47% more air pollution than the average car.

Stop driving the problem

Over a year, driving an SUV instead of a car wastes more energy than leaving your:

- refrigerator door open for 6 years,
- bathroom light burning for 30 years,
- or color TV on for 28 years.

When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.

Conserve gas to beat global warming

Your choice of transportation plays a big role in your climate change impact.

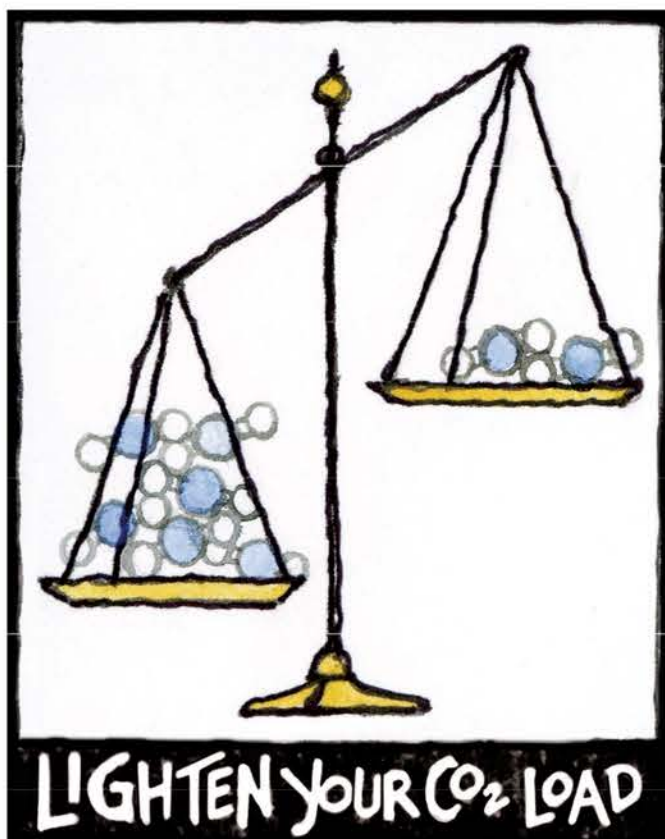
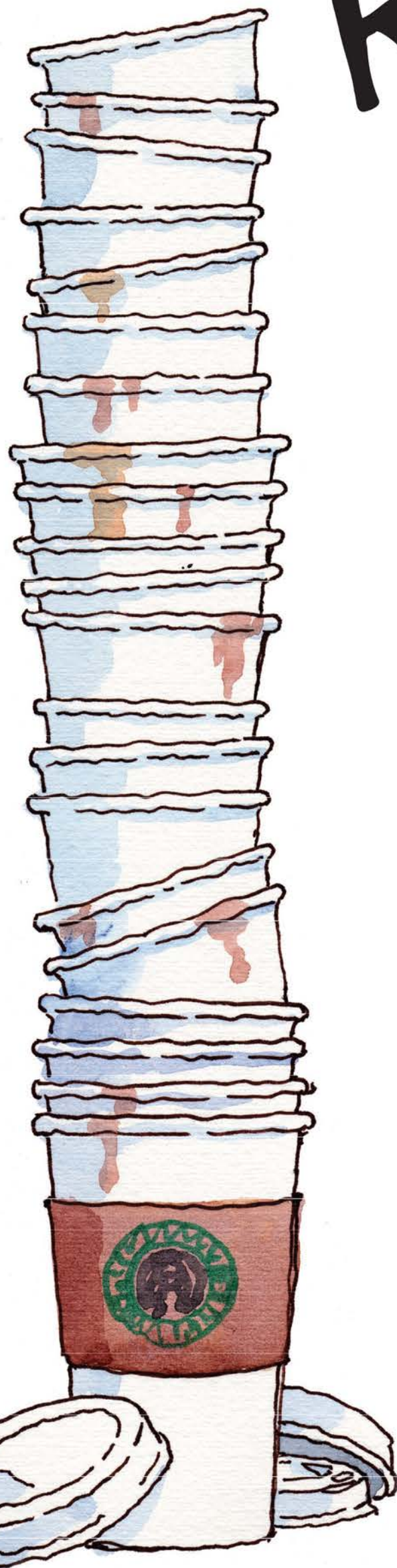
Walk and bike—a zero-emissions choice.

Buy a fuel-efficient vehicle. A hybrid produces about 3.5 tons of CO₂ per year compared to 10 tons for an average car and up to 20 tons for an SUV. You prevent about 26 pounds of CO₂ for every gallon of gasoline you save.

Carpool. If every car in the United States carried one more passenger on its daily commute, 32 million gallons of gasoline would be saved each day. For a multiplier effect, use mass transit.

Which type of transportation will you choose?

REDUCE, REUSE RECYCLE



When fossil fuel burns it releases carbon dioxide (CO₂), which absorbs heat and contributes to global warming.

Throw-way cups are energy guzzlers

Paper takes trees and makes CO₂

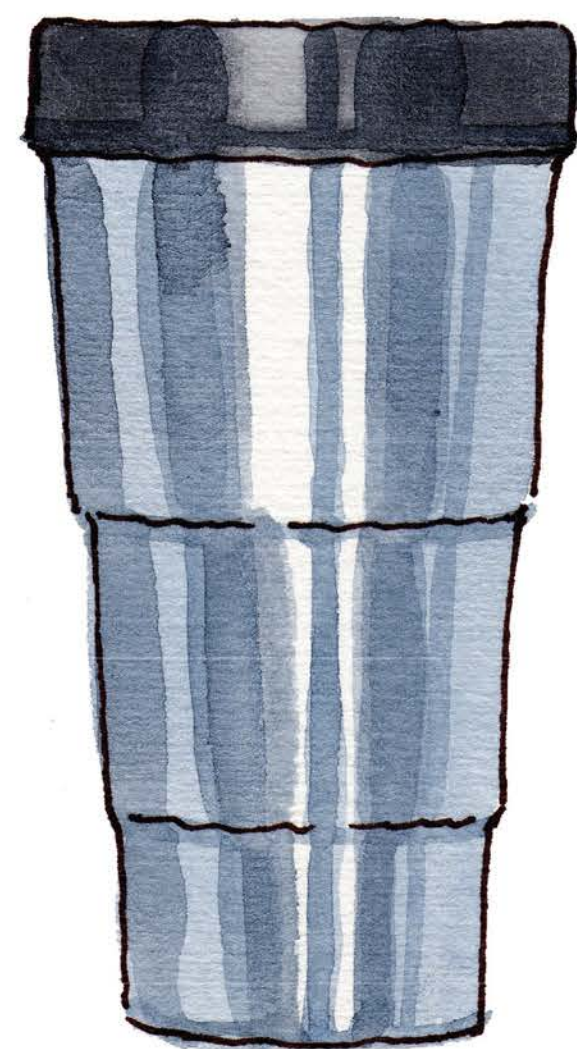
Americans consume about 2,000,000 trees per year in paper and wood products. Burning a ton of paper waste releases 1,500 pounds of CO₂, while recycling the same amount saves 17 trees, which absorb 250 pounds of CO₂ annually.

Plastic needs a second life

Americans throw away 25,000,000 plastic beverage bottles every hour. Recycling plastic saves twice the total energy used to burn plastic in an incinerator.

Styrofoam is double trouble

Americans throw away 25,000,000,000 styrofoam coffee cups every year that will never be recycled. Their manufacture also uses chlorofluorocarbons (CFCs), a dangerous pollutant that contributes to ozone depletion, another critical global problem.



Wake up to a cup o' reality

Reusable cups cost less in the end

Most of us don't realize the true cost of the things we buy. We forget that CO₂ is a by-product of their production, use and disposal. To reduce CO₂ pollution and slow global warming, choose products that consume less energy over their lifetime. Using reusable cups is a good place to start.

Try a low CO₂ diet: Bring a waste-free lunch

Use reusable containers and utensils. Carry hot or cold drinks in a thermos and drink them from a glass, ceramic or metal cup. Clean up with a cloth napkin.

Recycling creates jobs and products

Recycling creates 36 jobs per 10,000 tons of material recycled compared to 6 jobs for every 10,000 tons treated as garbage. Turning recyclable wastes into reusable materials can save from 70% to 90% of the energy required to make the originals.

Which type of cup will you choose?