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Updated:

Tuesday, April 10,
2007
8:26 AM

Commentary: Green Patches

By Willi Paul (04-10-07)

Where is all of this green stuff taking us? Who is in charge? Is this a Green Revolution? I'm waist deep in this sustainability muck and I haven't a clue. Many say that time is short. The problems are huge—that there are more problems to fix than Gore's climate challenge. Some suggest that drastic measures to control the planet's population are required stop the destruction of our natural resource base. The list of problems is endless.

So—go organic! Go hybrid! Go recycle. Localize the movement. Are these but "software fixes" for a dying planet? That 'ol Bill Gates download-and-install mentality in action?

Is the Green Wave a revolution of things? Hemp shirts, Green hot tubs, bamboo floors; are Green businesses really providing us with Green solutions? What does Green profit really mean to you?

While I agree that anything we can do to bring about a greener, more sustainable society is wise, I wonder what model we need to apply to change the world system? Is it a "new green dot-com approach" where we slowly transform traditional products to full life cycle ready consumer goods, or do you advocate a "picket the City Hall" pitch a.k.a. the anti-war movement?

Many simply strive to not be pious, overbearing, fanatical and militant about their green lifestyle. They buy those re-usable bags for family and friends for their groceries and sell us on the positives: convenience, ease to carry the goods, and of course environmental reward. Eat organic, local and sustainable produce. Be Healthy!

Ponder the example now playing out in the Bolivarian Revolution started by Chavez in Venezuela. It's a community-based, bottom up approach currently being leveraged all over Latin and South American and by some of the poor souls in New Orleans. Red or Green?

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Others are working in the Fair Trade movement to help shift the imbalance and inequity in the global marketplace and by improving working conditions for growers. Cup of coffee?

Green is ours for the making! Better get involved. At right are some groups where you can learn about your seeds.

Willi Paul is a Certified Green Business consultant in Alameda County.

Benicia Inconvenient Group (B.I.G.)

www.cafevoltairebenicia.com/BIG.html

B.I.G.'s mission is to develop local and global principles and actions to promote sustainable lifestyles and economies.

Green Rock — Bermuda

<http://Greenrock.org>

Green Rock wants to encourage and empower individuals and companies to do their part in making Bermuda socially, economically and environmentally sustainable for future generations.

Sustainable Living Roadshow (SLR)

www.sustainablelivingroadshow.org

SLR is a touring group created to educate, entertain, inspire and empower individuals and communities across the globe with information and tools necessary to live in more direct sustainable harmony with the earth. It represents a new paradigm of businesses, travel, education and entertainment. See them in 2008.

Bay Localize

www.bayarearelocalize.org

Bay Localize is building a more self-reliant, sustainable, and socially just Bay Area. They develop tools that identify local opportunities, connect grassroots groups and policymakers, and advance projects that enhance regional self-reliance, sustainability, and equity.

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