



Welcome to Climate Toothpaste! This **Activist Activator** letter connects you to local climate groups. Many folks are concerned about climate change, but feel overwhelmed. They don't know where to turn. **Good news:** amazing groups are already working on solutions! Climate Toothpaste is here to tell you about these groups, so you can find your fit.

**Here's a text to introduce yourself:**

*I'm concerned about climate change and am learning how to be involved with climate solutions/carbon pricing initiatives/conservation. Can you tell me about your group and what you do?*

**WISCONSIN**

**Pricing Carbon**

**Citizens Climate Lobby**  
[www.citizensclimatelobby.org](http://www.citizensclimatelobby.org)

Citizens Climate Lobby is an international organization trying to pass legislation for a national carbon fee and dividend. What's missing from climate change? Political will. CCL creates that political will by educating about climate change. CCL has 22 different chapters throughout Wisconsin.

**Climate/Environment**

**350.org** [www.350.org](http://www.350.org)

A global grassroots climate movement that holds leaders accountable to the realities of science and the principles of justice. Through online campaigns, grassroots organizing, and public actions, 350

brings together a global network in 188 countries. 350 has groups in Milwaukee, Madison and Stevens Point.

**Climate/Environment/Conservation**

**Sierra Club**  
[www.sierraclub.org/wisconsin/local-groups](http://www.sierraclub.org/wisconsin/local-groups)

The John Muir Chapter is the Wisconsin branch of the Sierra Club, and includes over 15,000 members and supporters located throughout the state. The John Muir Chapter's conservation priorities are: moving from coal to clean energy; moving from oil to clean transportation; blocking destructive mining; and protecting water, native forests and wildlife. The Sierra Club has six local groups in Wisconsin.

**Other Wisconsin groups**

Almost 40 other Wisconsin environmental groups are listed at [www.eco-usa.net/orgs/wi.shtml](http://www.eco-usa.net/orgs/wi.shtml)

**Climate Mobilization**

**The Climate Mobilization**  
[www.theclimatemobilization.org](http://www.theclimatemobilization.org)

Climate change presents us each with a fundamental choice. Will we be passive as civilization slowly collapses around us? Or will we mobilize and fight back for a 100% clean energy future? The Climate Mobilization believes we need a WWII-scale national mobilization to fight climate change.

**Climate Advocates Save the World!**

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You can print out these brochures, and ones for other states, at [climatetoothpaste.com](http://climatetoothpaste.com). Climate Toothpaste is a project by the artist Heidi Cody. If you notice any omissions or errors, please [hcodystudio@gmail.com](mailto:hcodystudio@gmail.com). Climate Toothpaste boxes are printed in California using wind power, renewable energy credits, and vegetable-based inks. The printer is also certified by the Sustainable Forestry Initiative.

## **TADA! Steps to lower your carbon footprint**

These 4 choices have the most impact: **Become vegetarian • forgo air travel • ditch your car • and—most significantly—have fewer children.**

### **FOOD**

- **Become vegan or vegetarian** Eating no meat cuts an individual's carbon footprint by 820 kg of CO2 each year, about four times the reduction they'd get by recycling as much as possible.
- **Buy Local, Seasonal Food** Minimizing transportation of goods mitigates climate change.
- **Eat Organic** when possible. Organic food is grown without pesticides and synthetic fertilizers, which usually begin as byproducts of oil refining.
- **Avoid Palm Oil**, found in many junk foods. The Amazon rain forest is being destroyed partly to plant palm oil trees (and partly for cattle ranching).
- **Filter Your Water** Don't buy bottled water. Not only is there an environmental toll of the plastic; your water is also transported to your store.
- **Bring Your Own Shopping Bags!** Duh.

### **TRANSPORTATION**

- **Get rid of your car**
- **Buy a hybrid or electric vehicle.** They're getting more affordable and battery life is improving.
- **Fly less**
- **Ride a Bike, Use Public Transit or Carpool** Check out [rideshare.com](http://rideshare.com), and [zipcar.com](http://zipcar.com). The average American spends 18 days of the year in a car, each

car emitting its own weight in carbon dioxide. Try not using your car 1-2 days per week. And if you need to drive, try a carpool. Here are some carpooling apps: [on.mash.to/2jPlcq7](http://on.mash.to/2jPlcq7)

### **HOME**

- **Make less babies** Having one fewer child reduces a person's carbon footprint by a whopping 58.6 metric tons—about the same emissions savings as having nearly 700 teenagers recycle as much as possible for the rest of their lives.
- **Ease Off the Thermostat** The biggest residential demand on our energy system is heating and cooling. Keep your house 2 degrees warmer in summer and 2 degrees cooler in winter. Turning off your thermostat while you're NOT in your home can also save you 15% on your energy bill.
- **Go Solar** Adding solar to your home is an excellent way to reduce your carbon footprint. Solar modules create power at the source, for you, and for the grid. In addition, there are several government incentives. Check out [www.dsireusa.org](http://www.dsireusa.org) for information by state.
- **Chose Energy-Efficient Home Appliances**
- **Change your light bulbs** to compact fluorescent, or LED. One bulb replacement can reduce up to 1,300 pounds of CO2 pollution.
- **Laptop v. Desktop: Laptop Wins!** Laptops are designed to be energy-efficient, because of battery lifespan. According to Energy Star, a laptop can be up to 80% more energy-efficient than a desktop.
- **Unplug and Turn it Off** Powering down your gadgets is good for the planet. Unplug your chargers, a.k.a. "wall warts."

- **Reduce and Reuse before Recycling** Transporting and processing materials for recycling is carbon intensive.

- **Avoid Products with Lots of Packaging**

- **Just Buy Less Stuff** Our disposable consumer culture is a big problem.

- **Line dry** your clothes. Old school!

### **TAKE IT ONE STEP FURTHER**

- **Move Your Money** Lots of banks are funding oil pipelines. Tell those banks to take a hike, and take your money elsewhere. A full list of those banks is listed in this article from Yes! magazine: <http://bit.ly/2cRx7E4>

- **Boycott Trump Products** There's an app for that! Download **BoycottTrump** in the app store. A similar resource is at [grabyourwallet.org](http://grabyourwallet.org).

- **Offset your carbon emissions** Even if you do all this, you'll still create some unavoidable emissions. The United Nations has made offsetting easy, cheap, and reliable, and you decide where the money goes—to solar water heaters in India, for example. Calculate and offset your emissions at [climateneutralnow.org](http://climateneutralnow.org). Or check out [COTAP.org](http://COTAP.org), which also does wonderful deeds with these funds.

- **Plant a Tree** Trees provide shade and oxygen while consuming carbon dioxide. Just one 10-year-old tree releases enough oxygen into the air to support two human beings.

*This list was compiled from a Science.com article by Sid Perkins (07/11/2017), a Forbes.com article by Jeff McMahon, "9 Things You Can do About Climate Change," and a Mashable article by Zoe Fox, "10 Actions You Can Take Today to Reduce Your Carbon Footprint." Additional help from Paige Heggie.*