

Mission

Earth Day Resolutions' mission is to reduce greenhouse gases through an interactive website promoting green behavior commitments to a broad spectrum of Americans. Using new opportunities presented by online social networking, the project empowers ordinary citizens, especially those who are new to "going green," to take informed, effective action, joining teams and improving local communities in pursuit of sustainable lifestyles.

How It Works

Upon browsing *earthdayresolutions.org*, visitors will find clear and simple introductions to various green behavior commitments, as well as summaries to performing them. After selecting among a list of specific actions, participants are emailed a certificate and other proven encouragement methods, plus a print-friendly guide that is designed for clarity and ease of use. Areas of focus include energy efficiency, alternative transportation, renewable energy, resource usage, food choices, and consumer behaviors. Whether solitary or ongoing, actions presented from these categories are effective at reducing individual carbon footprints, yet uncomplicated to perform. Users of all ages are encouraged to invite friends, family, colleagues and neighbors, allowing team formation and mutual support. To encourage continued participation, the website allows users to visualize their accomplishments in rewarding ways, set and achieve goals, collaborate with peers, and engage in friendly competition.

Participants begin their Resolutions on Earth Day (April 22nd) or another day of their choosing. The website will be promoted through the Internet, mainstream media, corporate partners, and through users' personal invitations. Since the project operates electronically, it can reach many people and operate for years without substantial future funding.

Why Earth Day Every Day?

"...From here on in, every day has to be Earth Day."— U.S. Secretary of Energy Steven Chu

The magnitude of change needed to limit global warming requires individual-based approaches to supplement current legislative and technological efforts. The science is now clear that drastic cuts in carbon emissions, as much as 80% by the year 2050, must be made. While Americans are concerned about the climate crisis, they are often unsure how to make effective personal decisions to benefit the environment. Using recent social, environmental, and psychological research, Earth Day Resolutions helps bridge the gap between concern and action.

Evaluation and Reporting

Successful outcomes are defined, chiefly, as significant and lasting reductions in carbon emissions and resource usage through the actions and choices of the project's participants. Data on demographics, usage patterns, and outcomes can be collected easily through email-based surveys. With statistical modeling and analysis, Earth Day Resolutions can offer insight on effective approaches to the traditionally challenging dimension of changing personal behaviors. Annual publication of our findings will deliver this information in helpful and specific ways, serving as a model and providing guidance for similar efforts.

Goals

- ◆ To offer and support personal commitments to environmentally responsible behaviors
- ◆ To provide methods for habituating sustainability goals successfully and effectively
- ◆ To draw on environmental psychology research as well as marketing and communications strategies to engage new audiences in promoting sustainability behavior
- ◆ To tailor the process on personal and social levels so that participants feel ownership of their commitments instead of behaving out of guilt or obligation
- ◆ To pave the way for future efforts in meeting the very significant carbon emissions cuts necessary to limit global warming

Personnel

Zach Fried, Executive Director, founded Moosewood Consulting, LLC, offering organizations sustainability consulting and environmental communications strategy. He received his Master's Degree in Resource Policy and Behavior from the University of Michigan while concentrating on the psychology of environmental behavior. His Bachelor's Degree is in Environmental Studies from Oberlin College. He is also a technical consultant with extensive experience in marketing, advertising, and small business management.

Janet Paskin, Treasurer, is a staff writer at SmartMoney Magazine, where she writes about finance and investing. She has also worked at Money Magazine, Newsday, and the Philadelphia Inquirer. She is a graduate of Oberlin College and the Graduate School of Journalism at Columbia University.

Morgan Crutcher, Secretary, is finishing her Master's Degree in Natural Resource Policy from the University of Michigan. Her Bachelor's Degree in Environmental Studies is from Loyola University of New Orleans. Morgan has experience in GIS, administration, legal research, public policy, field interviewing, and environmental fieldwork.

Current Activities

Earth Day Resolutions is a registered 501(c)(3) non-profit and a GuideStar Valued Partner. We are currently engaged in a fundraising effort to raise the money needed to design, develop and promote the website, as well as code the database which serves as the foundation for user interaction and project evaluation.

Contact and Support

If you are interested in making a donation or would like more information, please contact:

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Link to GuideStar Report:
earthdayresolutions.org/guidestar