Source Reduction
GREENFRIENDS NORTH AMERICA
Our Beloved Amma has asked her children to take steps toward:

Source Reduction
What is Source Reduction?

Source Reduction is preventing pollution of the Earth before it actually happens.

This requires discrimination in our choices of what to use and what to buy as we live our lives.
Why Source Reduction?

Because Earth is our Home and we need to learn to live responsibly as a part of Nature.

Earth supports our lives. We need to care for, respect, and live sustainably on this beautiful planet that provides us with the air, water, and food that we need to live.
How are we currently affecting the Earth?

PLASTIC is accumulating in the oceans as:

MACROPARTICLES
Birds and sea creatures mistake plastic objects as food.
As these creatures are eaten, the poisonous chemicals get passed up the food chain, eventually showing up in our food supply.

Fish and other creatures ingest toxic plastic MICROPARTICLES.
LANDFILLS are not earth-friendly!
LANDFILLS cause:

- Air Pollution
- Water Pollution
- Land Pollution
Even biodegradable items take a long time to decompose in a landfill.
HOW LONG DOES YOUR TRASH LAST IN LANDFILLS?

- Coffee: 100 years
- Diapers: 550 years
- Wines: 1 million years
- Peaches: 7 days
- Boots: 65 years
- Wool: 1 year
- Life savers: 80 years
- Yarn: 1 year
- Socks: 3 years
- Coffee cup: 3 months
- Milk: 2 months
- Cigarettes: 35 years
- Leaf: 2 months
- Water bottle: Forever
Source reduction requires us to think about our daily choices.

For example using this:  Instead of this:
OR

This:

Instead of this:
Let’s examine what we throw away:

- Food
- Disposable Items
- Hazardous Chemicals
- Used Items that are Worn Out
And Consider a Zero Waste Lifestyle

To go from this:

To this:
What can we do to honor Amma’s request?
Use these three practices:

- Reduce
- Reuse
- Conserve
Source Reduction Practices:

• Replace disposable or single-use items with reusable alternatives

• Make our own products

• Buy in bulk

• Buy local
Source Reduction Practices:

- Swap, trade, borrow or rent items
- Conserve natural resources and reduce pollution
- Avoid using hazardous chemicals
- Consume less
PLASTICS
Replace Plastic:

Use stainless steel straws

Use cloth bags
Replace Plastic:

Use reusable metal or compostable containers and cutlery
Replace Plastic:

Create your own carbonated beverages with carbonation machines

Buy items in bulk or use cloth bags to reduce single-use plastic packaging
Replace Plastic:

Filter water at home

Use metal or glass bottles
Additional ways we can change our consumption of

- **Paper** – Switch to electronic or sustainable alternatives
- **Food** – Cut waste, help food rescue organizations, grow our own
Additional ways we can change our consumption of

- **Clothing** - Swap, share, or buy less
- **Electronics** - Recycle and keep longer
- **Natural Resources** – Conserve water, electricity, and fuel
GreenFriends North America

WORKING TOGETHER TOWARD SOURCE REDUCTION
National Level Campaign

• Educate and encourage source reduction at the local satsang level

• Staff a dedicated table at Amma’s programs to promote ‘source reduction’ products and educate public

• Sell ‘source reduction’ products at the Amma shop during tour and on website
National Level Campaign

Educational resources to be developed and maintained at the National level:

- GreenFriends Facebook page
- Slideshows
- Fact Sheets
- Videos
Initial activities - Winter/Spring 2018

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<td>- Gather feedback from Green Friends (GF) coordinators and incorporate.</td>
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<td>- Create presentations on Plastic.</td>
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<td>- Create a communication channel for updates and feedback.</td>
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<td>- Recruit devotees interested in becoming Source Reduction coordinators or content developers.</td>
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Suggested Local Level Implementation-2018/2019

- Ten-minute presentations before or after satsang
- Involve AYUDH in producing and delivering presentations
- Satsang members pledge to take one or more steps toward source reduction
- Collect pledged steps and create PowerPoints to offer Amma during her next visit to North America
Our Most Beloved Amma,

We humbly lay this project at your Lotus Feet.

Please guide us all so that we are purer and purer instruments in Your Divine Hands.

With Love From Your Children
Aum Amriteswaryai Namah