



# 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.







Fish and other  
creatures ingest toxic  
plastic  
**MICROPARTICLES.**

As these creatures are eaten, the  
poisonous chemicals get passed up  
the food chain, eventually showing up  
in our food supply.



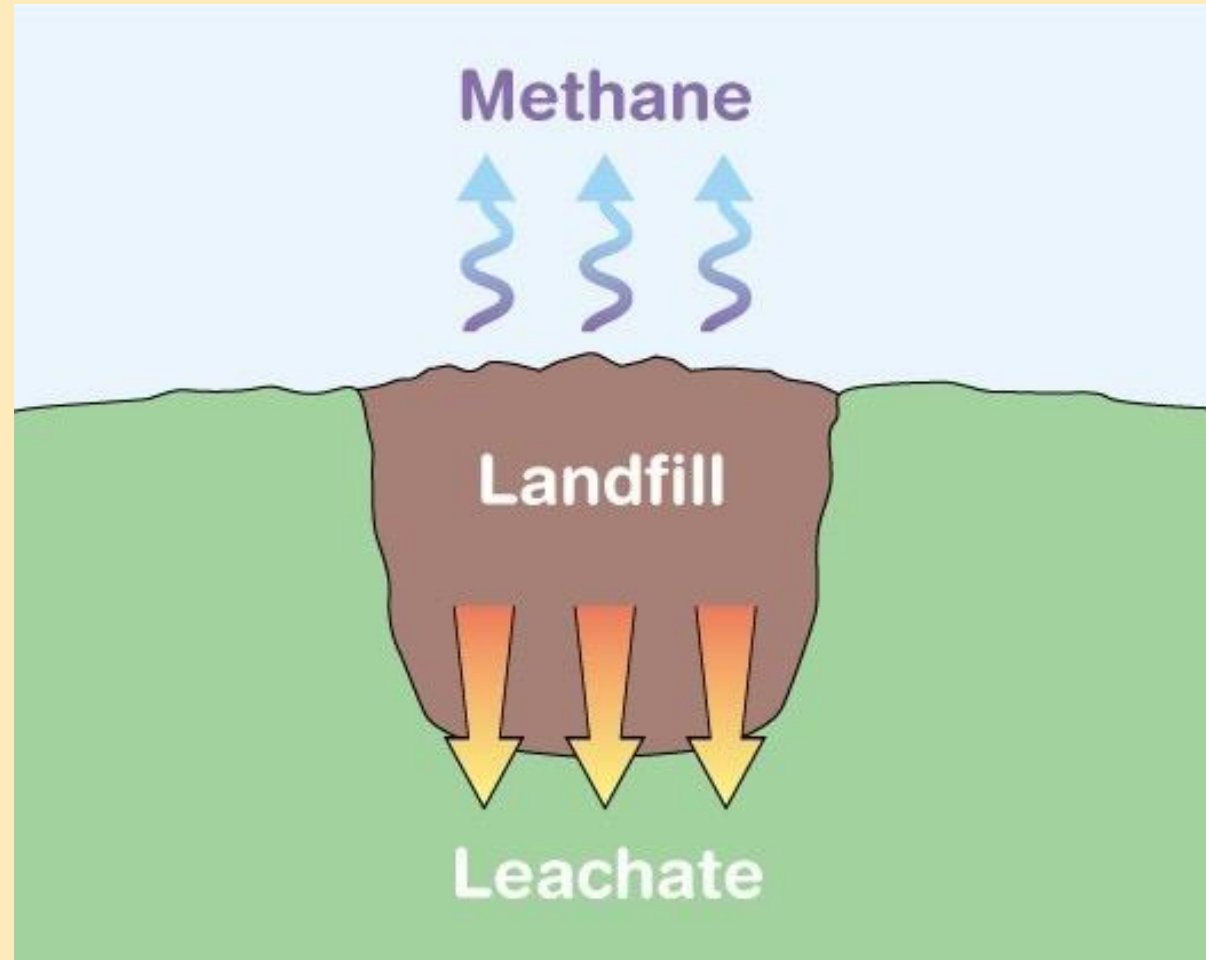
# LANDFILLS are not earth-friendly!





LANDFILLS cause:

- Air Pollution
- Water Pollution
- Land Pollution

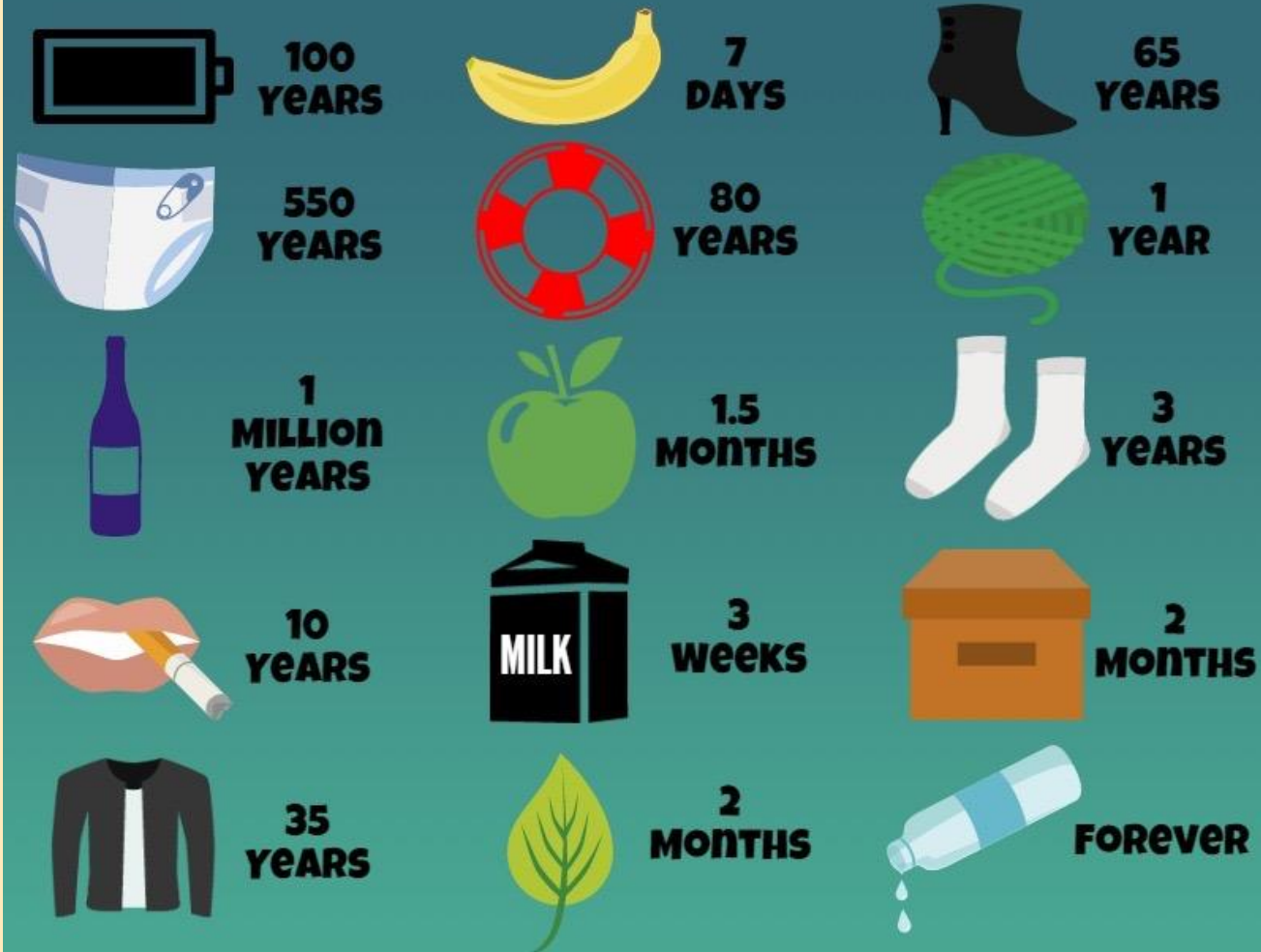


## 40 Yr-old Newspaper found in Landfill



Even biodegradable items take a long time to decompose in a landfill

# HOW LONG DOES YOUR TRASH LAST IN LANDFILLS?





**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

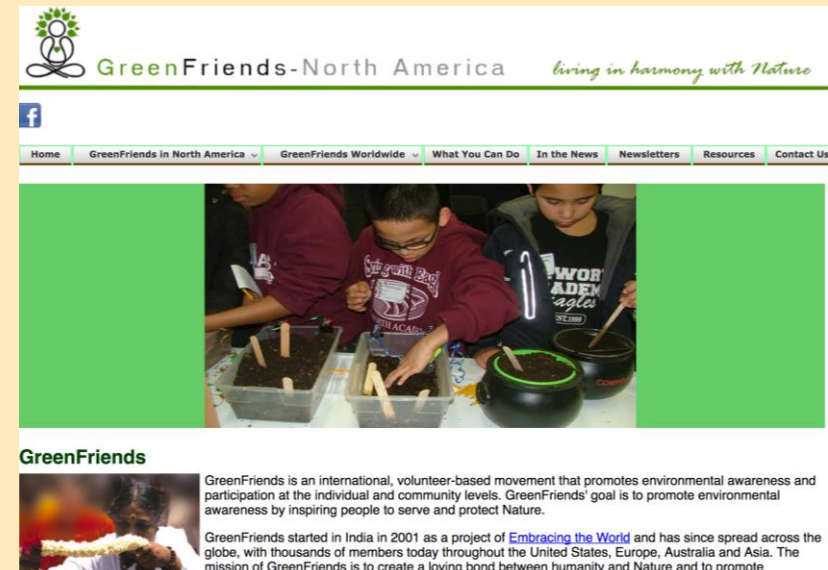




# National Level Campaign

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

- GreenFriends North America website  
<http://www.greenfriendsna.org/srcampaign.html>
- GreenFriends Facebook page
- Slideshows
- Fact Sheets
- Videos



# Initial activities - Winter/Spring 2018

## Activity

- Gather feedback from Green Friends (GF) coordinators and incorporate.
- Create presentations on Plastic.
- Create a communication channel for updates and feedback.
- Recruit devotees interested in becoming Source Reduction coordinators or content developers.

# 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*

