



Greetings!

THE STORY OF STUFF



[The \(Current\) Story of Stuff](#)

I wish everyone could watch this! In this upbeat, blunt, simple and often humorous presentation, Annie Leonard graphically unfolds the story we've bought into for several decades; namely, that our main value and purpose as human beings is to consume stuff. We have believed that growing the economy is the number one priority of our being here on Earth. The big problem is that this linear system of exploitation and extraction of natural resources, cheap labor to make cheap goods for the profit of a few does not work on a finite planet. She echoes the voices of the [Living Earth Economy](#), [The Next System Project](#), [Doughnut Economics](#), [Local Futures / Economics of Happiness](#), [A New Bottom Line](#), and others who describe, advocate and work for a new story, a new way to conduct our lives on Earth.

It's hard to believe this quote: Shortly after WWII, when big business wanted to ramp up the economy, economist and retail analyst, Victor Lebow said, *Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions, in consumption. . . . We need things consumed, burned up, worn out, replaced and discarded at an ever increasing pace. We need to have people eat, drink, dress, ride, live, with ever more complicated and, therefore, constantly*



Good news, insights and action for positive change

~ ~ ~

- PERSIST
- INSIST
- PROTECT
- DEFEND
- DEMAND
- DEFY
- DISRUPT
- GUIDE
- CREATE

~ ~ ~

"Imagine"
John Lennon

Justice is what love looks like in public.
Cornel West

We are determined to work and fight until justice runs down like water and righteousness like a mighty stream.
Martin Luther King Jr, 1955

~ ~ ~

Because I always have a

more expensive consumption We've consequently created and bought into a system that is "designed for the dump." It has created an environmental and social wasteland.

[This film is worth every 21:24 minutes you feel you don't have.](#) It is a crash course, a primer with animated, audio Cliffs Notes about what our present economy looks like and why it doesn't work. It goes to the heart of why we urgently need a new system, a new story for humanity and Earth. The new story is circular, a closed loop, a doughnut.



What the new story looks like

People created this story, so it's people who can write a new story. And they are. WE are, for the love of Earth.

See the new stories below as evidence.

99 GOOD NEWS STORIES ABOUT CLIMATE ACTION



[The Climate Reality Project reports](#) on 99 big and small ways climate change is being addressed. This is a fun and uplifting list to browse. For example, [A Kentucky Coal Mining Museum Goes Solar](#)

[Mars Candy pledging \\$1 billion to climate change action](#) "We believe in the scientific view of climate science and the need for collective action. . . . You have to completely change how you operate your business." Chief Sustainability Officer



[The LEGO group is running entirely on renewable energy](#) after completion of a 258 megawatt offshore wind farm in the Irish Sea. It is also exploring ways to solve the world's plastic problem with biomaterials.

choice, I choose love.
Deepak Chopra

Come, Come, whoever
you are.
Ours is not a caravan of
despair. --Rumi

Like a Planet
To survive
our minds must taste
redwood and agate
octopi, bat, and in
the bat's mouth,
insect. It's hard
to think like a planet.
We've got to try.
Jim Bertolino

Every single person
on this earth has
the power to
change the world.
Emma Thompson
Actress and Activist

When the people
lead, the leaders
follow.
Gandhi

~ ~ ~

**FOR THE LOVE
OF EARTH**

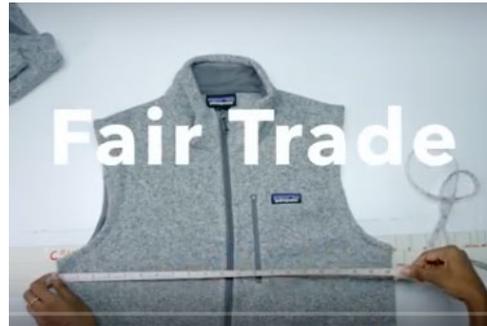
*A LIVING EARTH
ECONOMY*

CLIMATE CHANGE

But this article cautions that "many big brands have set renewable energy targets to help reduce their carbon dioxide footprints, but a recently published study concludes offsetting carbon emissions by investing in renewable energy isn't enough to save the planet. We'll also need to actually reduce carbon emissions. To that end, read how [300 Global Companies Commit to Science-Based Climate Targets to reduce carbon emissions.](#)

HERE'S WHAT FAIR TRADE LOOKS LIKE; AND A SOBERING LOOK AT THE GARMENT INDUSTRY

[This 12 min. film](#) tells the invisible (until now) story of the garment industry, and how Patagonia does good business by doing what's right for people and the planet. It's another film that's well worth your time.



We have to keep asking the hard questions and challenge ourselves. There's an easy route, and there's a harder route that involves doing the right thing.

Patagonia has long been a model for how a company can be profitable while taking social and environmental responsibility for how it runs its business. May all our companies be so enlightened!

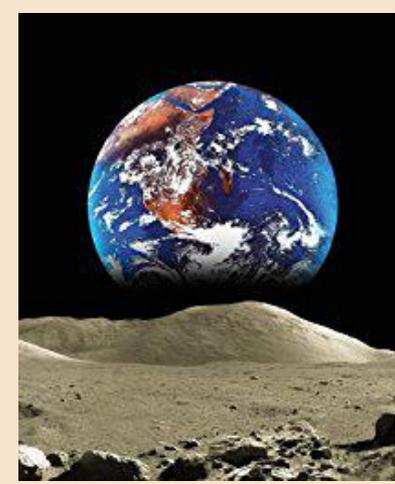
CONSUMING WITH CARE AND CHANGING POLICY



Turning again to Annie Leonard's *Story of Stuff*, she points out there are many ways to change the story, and many "points of intervention" along this linear system in order to create the circular loop we need: restoration, clean production, green chemistry,

fair trade, conscious consuming, zero waste, labor rights and renewable energy are among them. It's also vitally important to go to the source and work at a policy level. We must take back our government that works for the few and make it FOR and BY THE PEOPLE. Here's an important article about why conscious consuming is an important step and why we need to go further and work for policy change. [Conscious consumerism is a lie. Here's a better way to save the world.](#)

AGELESS WISDOM



[For the Love of Earth](#)

David Korten

A new way to look at how we might heal and regenerate our Earth
NEW

[Our Global Ecological Footprint and Earth Overshoot Day 2017](#)

David Korten

[Climate Change or System Change?](#)
by Local Futures

UPLIFTING STORIES & INNOVATIONS



[Saving Trees in Fashion](#)

Did you know that some fabrics, like rayon and viscose, are wood-based? Abercrombie & Fitch and other apparel companies have committed to addressing deforestation and human rights issues when sourcing their fabrics.



*And forget not that the earth delights to feel
your feet and the winds long to play with your
hair.*

--Khalil Gibran



*Earth's crammed with heaven, and every
common bush afire with God.*

--Elizabeth Barrett Browning



*My soul can find no staircase to Heaven unless
it be through Earth's loveliness.*

--Michelangelo

Elizabeth Gilbert writes on how to stay in the loop of what's happening in the world without letting the bad news take over our lives. [In this short article](#) from the Chopra Center she recommends being aware of sensory overload and overconsumption of news. She also cites a poem by Jack Gilbert, "[A Brief for the Defense,](#)" which challenges and encourages us to allow joy in the midst of sorrow. It's certainly a poem that hit home for me. In this poem Jack Gilbert writes:



*We must have the stubbornness to accept our
gladness in the ruthless furnace of this world. . . . To
make injustice the only measure of our attention is to
praise the Devil.*

Wishing you an abundant and beautiful harvest season

FAVORITE RESOURCES

350.org

[Climate Reality Project](#)

[The Small Planet
Institute](#)

[Local Futures](#)

[Network of Spiritual
Progressives](#)

[Project Heaven on
Earth](#)

[Yes! magazine](#)

[The Optimist Daily](#)

[The Shift Network,
Catalyst e-zine](#)

VirginiaMudd.com

[Desert Rose Press](#)

[Raventalk](#)

Good reads to
nurture positive
spirits

[15 principles of hope](#)

[How to Resist from a
Place of Love: Self-
Care for the Long
Haul](#) YES!

My Column
about the bad old
story of stuff,





Virginia / Gibi

the good new
one,



and what's a
"New Bottom
Line"

["The Story of Stuff"](#)
[A New Bottom Line](#)