



## CONSCIOUS SUSTAINABILITY

### *From Cradle to Grave to Cradle to Cradle*

#### **A needed solution to making sustainable choices that last**



*By Samone Myers*

The expression, “Cradle to Grave” is not only outdated, but reveals an attitude that has prevailed since the dawn of the Industrial Revolution. Just as the expression implies, birth to death is linear and gives very little thought to environmental impacts, the future, or offers little to no solutions for solving our dependency on fossil fuels or damage caused by CO<sub>2</sub> emissions. As this wasteful, greed-centered Industrial Revolution comes to a close, appropriately there is a new revolution taking shape, and a key aspect of it is called, “Cradle to Cradle.” In sharp contrast to what has transpired over the past few hundred years, it embraces the concept that everything is a cycle.

*Cradle to Cradle* is also the name of a must-read book written by William McDonough and his colleague, the German chemist Michael Braungart [1]. The concept is described with pointed, doable examples. It has been labeled a “manifesto calling for the transformation of human industry through ecologically intelligent design [2].” Additionally, the book makes clear that the re-invention of human industry is within our grasps, and is our best hope for a sustainable future.

It is over due to implement the Cradle to Cradle proven methodology throughout every industry on a global scale. Fortunately, businesses and governments are doing just that. Mr. McDonough has been hired by numerous Fortune 500 companies, the government of China, and has received three U.S. presidential honors. [3] And in 1999, Time magazine recognized him as a “Hero for the Planet”, stating that “His utopianism is grounded in a unified philosophy that in demonstratable and practical ways is changing the design of the world.”

References:

1. The book, Cradle to Cradle is available through [Amazon.com](http://Amazon.com)
2. The Cradle to Cradle Philosophy by C2C Holdings, Inc.
3. "CRADLE TO CRADLE: Remaking the Way We Make" by Jill Fehrenbacher

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*About the Author: For more information on Samone Myers' background, see her resume by [clicking here](#).*

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## UNIFIED COMMUNITY

### *Empowering Everyone*

#### **My Power Mall: A simple, yet effective solution to financial freedom**

*By Samone Myers*

Sometimes it is necessary to start making changes within the systems we have in order to implement our true desires. It reminds me of teaching what I refer to as Conscious Sustainability. First, I describe the current state we are in, offer viable solutions, then address what others call, Utopia. Utopia is essentially where we all desire to be, and the way in which I believe life was intended to be lived.

Until we manifest Utopia, it is important to still look for improvements to the "way things are." One improvement recently came to my attention, and it is called, My Power Mall. It is a well thought out solution for people to support charities and earn money from doing their everyday shopping. And the best part is that all of it is free.

The Founder, Ginny Dye and a handful of people up in Washington State grew the idea out of Shop for Charity Day (SFCD). Under SFCD, in which EarthCURE participated, anyone could shop on an organization's mall, and a percentage of the sales would go to the charity of your choice. Simple. Effective. But, was it enough?

The answer was "not really" because it is clear operating under the rigid monetary system we have, and more and more people having difficulties making ends meet, there was something missing. Gradually the answer came in the idea of empowering everyone. So in March of 2007, My Power Mall was launched and it allows absolutely anyone to shop and earn money for charities and themselves at no cost.

Consequently, EarthCURE now has its own MPM. Simply [click on this link](#) and you are able to shop over 1000 stores for any items you normally purchase. Also, a new feature for MPM members involves Google and Yahoo donating money to the organization, One Child at a Time each time you search. For these reasons, all of us at EarthCURE are happy to let others know that they too can become empowered and have a little financial freedom. For more information, [watch a brief video](#) by the Founder of MPM.

## RESEARCH FROM THE HEART

### *Moving New Technologies Forward*

Often we are asked about the kind of technologies EarthCURE is attempting to move forward. Recently, a conversation led to a suggestion for us to start educating our readers about new technologies that already exist and are being put into the market. The following are samples of cars that run on new energies:



#### **Solar Car**

A research team from Tokyo Denki University, led by Professor Masaharu Fujinaka, spent nearly two years developing a car by altering a commercially sold vehicle to run on solar cells and rechargeable batteries. Nicknamed the Sunflower, it is powered by the solar panels on its roof, as well as rechargeable batteries. It can reach a maximum speed of 120 kilometers (75 miles) per hour. Watch a video on a car that can run on electricity, powered by solar by [clicking here](#).

#### **Water Car**

Danny Klein in Florida converted his 1994 Ford Escort to run either as a water-gas hybrid, or on water alone. His prototype car can go 100 miles on four ounces of water as fuel. Unfortunately Danny did what many inventors who have come before him, and sold out to the U.S. Military. Consequently, his design will most likely never see the light of day. However, for those inclined to understand how he did it, and can hopefully redesign it so it can be manufactured in cars for the consumer, [watch the video](#).





## Air Car

Tata Motors, India's largest automobile company announced in February last year to develop the Air Car. The agreement is with Motor Development International (MDI) of Southern France, inventors of the car, to fully develop and make it available to consumers. Its price tag will be very economical. It will eliminate the need to pay for fuel, and is environmentally friendly. Watch a video about the Air Car by [clicking here](#).

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## EDUCATING WITH HUMOR

### *Humor First...*

A reporter sarcastically asked if he flew over from the U.S. to Cannes on a plane to view the screening of his Eco documentary '[The 11th hour](#)', Actor Leonardo DiCaprio retorted, "No, I took a train across the Atlantic".



### ***Education Second: Everything starts with you***

Most people are unaware of an important fact concerning converting your house or building to run on solar or other off-the-grid technologies. If you keep your connection to your local electric provider, and install an alternative energy system, then you are producing energy, and your meter will run backwards. Consequently, you will receive a monthly check from the electric provider for the energy your system produces.

We have been witness to this in Hawaii, where Hawaii Electric Co. employees have solar homes, so they get two checks; a paycheck and the monthly energy check. And recently, a friend in Santa Fe had a solar system installed on her multi-million dollar house. When PNM came out to check the system, the employees were excited for her, and declared her house is producing more amps than any other residence they have seen.

Later during a phone call describing this bit of information, an associate declared, “But, won’t that put the electric companies out of business!” Our response, “Let’s hope so.”

Remember: *Everything starts with you.*

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