

## Spring / Summer 2009

The **Spring/Summer** issue of our online newsletter, **IN THE NOW** is *Available!* [Click here](#) to be taken to the newsletter to read our four categories:



**C**onscious Sustainability,

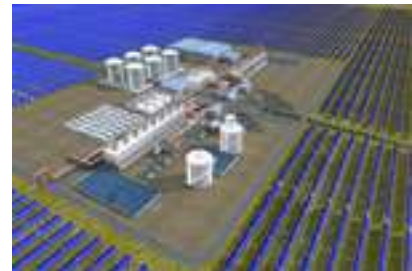
**U**nified Community,

**R**esearch from the Heart, and

**E**ducating with Humor.

### **U.S. to have the largest Solar Farm by 2011**

The U.S. Congress reportedly renewed the clean energy tax credit, which will allow for things such as the construction of what will be the biggest solar farm in the world (currently Spain holds the record). The solar plant will be situated in Arizona, 70 miles from Phoenix. Named Solana, which means “a sunny place” in Spanish is the result of an agreement between Abengoa Solar and the Arizona Public Service Company. Its purpose is to produce 280 megawatts in order to power about 70,000 homes. The solar farm will cover 1,900 acres and create 1,500 jobs. The electricity will be generated using Abengoa’s Concentrating Solar Power technology. This is based on three different ways to concentrate solar beams. The power plant is scheduled to be finished in 2011.



**Eco-Fact: Rubber shoe soles can be recycled to make basketball courts and soccer fields.**

### **A Circular Economy That Minimizes Waste**

**Dr. Mae-Wan Ho, Founder of the Institute of Science in Society calls for a shift away from the obsolete mechanistic science that has helped create the current food, fuel, and financial crisis in the midst of climate change.**

"One main reason organisms are so coherent is because they use energy and resources in a circular way. They run on a circular economy that minimizes waste. In the ideal, an organism



accumulates no net entropy (representing waste energy and disorganization), and even the waste exported is minimum. Think of the circle as the organism. A cycle is perpetual return, it sustains itself. Or think of it as the life-cycle, it regenerates itself. The key to the sustainable circular economy is that it maximizes cooperation and reciprocity. The organism has structured activities spanning all space-time scales, those yielding energy are directly coupled to those requiring it, and the giving and taking can be reversed. In contrast, the dominant economic model of infinite unsustainable growth that depends on competition has no closed cycle and hence no structures within; it generates a lot of wastes and tends to spiral out of control. Boom and bust are inherent to the model.” [Click here](#) to read the rest of this insightful article. Also, read our *Conscious Sustainability* article in the newsletter which was inspired after reading this piece.

### **Eco-Slogan: “Climate Change is Not a Spectator Sport”**

--A wonderful slogan from [www.Celsias.com](http://www.Celsias.com)



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### **An Easy Switch to Reduce Trash – Eco Mugs**

Every day, 4 million cups of coffee are served in Styrofoam or paper cups and end up in landfills across the US! 14 billion cups of coffee are served in Styrofoam or paper cups per year. The disposal of these cups is a detriment to the planet. Even paper cups may seem biodegradable, but the conventional coating on hot cups prevents them from even being compostable. Buy an eco mug and reduce trash. Visit their web site at [www.ecomugs.com](http://www.ecomugs.com).

**Eco-Quote:** *"It's easy to make a buck. It's a lot tougher to make a difference."*

-- Tom Brokaw, Journalist

## Low Cost Solar Cell Phones – *Finally!*

Many solar-powered gadgets, particularly cell phones, were show-cased at the Mobile World Congress in Barcelona (Feb 2009). Now a Chinese firm unveiled a solar talker that includes all the features we have come to expect out of a cell phone at a low price. Many firms developing solar-powered phones, including LG and Samsung, haven't announced formal prices. On the other hand, according manufacturer ZTE the Coral 200 Solar (pictured here) will be the world's first low-cost solar-powered cell phone reportedly priced at \$40.



## The Heart of Green Awards

[Heart of Green Awards](#) honor those people, organizations and companies that have taken the green message to the mainstream — to the "heart" of the American people. In addition to honoring those with a national profile, the second annual Heart of Green Awards, to be announced in April, will also recognize Local Heroes. The Daily Green audience has nominated these fine candidates -- all of whom deserve recognition for the work they're doing to better the environment and help their neighbors go green. See [www.thedailygreen.com](http://www.thedailygreen.com) for details. *To see EarthCURE's new Einstein & Darwin Awards, go to our newsletter 2009 Spring newsletter.*



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