

Evanston Green Living Festival – Come Learn How to “Walk the Walk” and Reduce Your Carbon Footprint!

Everywhere you turn, there are magazine articles and advertisements encouraging you to “go green.”

Sometimes the advice is sound and the source can be trusted, but other times it may not ring true. How do you know which suggestions can legitimately help the environment and which are merely hype? The second annual Evanston Green Living Festival is coming to your rescue on Saturday, October 4 from 9:00 a.m. until 4:00 p.m.

Last year’s festival, sponsored by the Evanston Environmental Association (EEA), brought over 700 people to the Evanston Ecology Center. The focus of that festival was on “how-to” information to make your life “greener” and trends in the green movement.

FUN FACTS ABOUT THE GREEN LIVING FESTIVAL

Who: The EEA invites **you** and your whole family to attend.

What: The Second Annual Evanston Green Living Festival

When: Sat., Oct. 4, 9:00 a.m. to 4:00 p.m.

Where: Evanston Ecology Center, 2024 McCormick Blvd., and the adjacent Ladd Arboretum and Twiggs Park

Why: Because one of the best decisions you can make is to be aware of how your actions can affect the planet

How: If you travel to the Ecology Center on foot or bicycle, you will receive a small token. A guarded bicycle corral will be available.

Sponsor: The Evanston Environmental Association (EEA). At press time, partners are the City of Evanston, Northwestern University, Keep Evanston Beautiful and Rubloff Residential Properties, with support from Great Harvest Bread Company, Evanston Bicycle Club, Allegra Print & Imaging, and Dr. Bronner Magic Soaps.

The overall intent of this year’s festival is to support efforts toward achieving the goals outlined in the U.S. Mayors Climate Protection Agreement, which primarily means reducing your carbon footprint. If you’re not sure what that means, you can find out at the Green Living Festival; more information is also listed in this section. Speakers will focus on the next steps that you can take in your quest to live a more sustainable lifestyle.

The working title for the event is “Walking the Walk — How to Reduce Your Carbon Footprint.” Based on last year’s success and increased interest, the EEA, the event’s lead sponsor, expects attendance to top 1,000 people this fall! The EEA is a non-profit organization that supports environmental education initiatives.

Because everyone’s help is needed to make Evanston a greener community, there will be activities to interest all ages. Demonstrations will take place in Twiggs Community Garden, which is just over the bridge from the Ecology Center. There you’re invited to learn about composting and rain barrels, then tour The Talking Farms’ new mini-farm which was planted there this year.

Fun kids’ activities will take place all day in the classroom (also known as



Festivalgoers who ride their bicycles or walk to the Evanston Ecology Center will receive a small token of appreciation.

the “animal room”). For all ages, local vendors will be on hand to explain how their environmental products and services can improve your life. You can learn more about nontoxic cleaning products, organic lawn care, healthy baby products, electric automobiles and more. In case you decide to spend the entire day at the festival, you’ll also be happy to know that food will be available for purchase.

There will be a stellar line-up of experts speaking every hour in the Community Room this year. The shift to this larger space should more comfortably accommodate the larger crowds that are expected. According to Fred Schneider, Festival Chair, the speakers and vendors will “focus on ways people can actually implement earth-friendly practices and reduce their carbon footprint.”

Schneider is an Evanston Environmental Association board member and dedicated volunteer. He suggests that those interested in a snapshot view of their impact on the Earth visit www.zerofootprint.net/one_minute/evanston. There are just a few questions to answer and the results are instantaneous. People without Internet access are welcome to visit the Web site from the Ecology Center’s office during the festival. Schneider can be seen on the front cover getting out of the electric car that was available last year for short test drives. The EEA is hoping to have the electric car demonstration return this year.

SPEAKER SCHEDULE

At 11:00 a.m., Suzanne Keers and Ellen Shepard, leaders of Local First Chicago, will speak about “**Thinking, Living and Buying Locally First.**” Compared to national companies, local independent businesses recycle more money back into the local economy and give greater support to a community’s nonprofit and civic needs, according to Business Alliance for Local Living Economies. Since about 50 vendors are expected to participate in the

festival this year, there should be many opportunities to buy locally!

The keynote speaker is Bill Sweitzer, mortgage broker and Climate Project Partner. To become a Climate Project Partner, Sweitzer completed a rigorous training program led by former Vice-President Al Gore to spread the message about the threat of and solutions to global warming. He also is an Energy Star Partner, a member of the Greater Chicago Home Builders Green Subcommittee, as well as a consultant to the Clinton Climate Initiative and the City of Chicago's Environmental Department with regards to residential housing.

Bill Sweitzer will be giving the Keynote Speech at noon. He is a Climate Project Partner, having completed a rigorous training program led by former Vice-President Al Gore.

Sweitzer's presentation, "**Beyond an Inconvenient Truth**," is scheduled to begin at noon. He will speak to those important questions about what we should do next. Come learn how to make your home more energy efficient through proper planning and using Energy Star appliances. You also will learn about the tax credit that is available for energy-efficient home improvements and how to complete a home energy self-audit.

Jenn Savedge, author of "**The Green Parent: A Kid-Friendly Guide to Earth-Friendly Living**," will make a presentation on the same topic at 1:00 p.m. Savedge is traveling to the Chicago area from Virginia to give this presentation.

"**Green Remodeling and Design**" is the topic for the 2:00 p.m. presentation by Hans Frederke. If you are thinking of renovating or expanding your home, or building a new one, be sure to attend this presentation. You'll learn how to save money and natural resources without sacrificing living in a beautiful, comfortable home.



Carla and Jim La Rochelle stop by the rain barrel display. Rain barrels have been in short supply this summer, but the EEA has ordered 50 to sell at this year's festival.

At 3:00 p.m., you can learn about "**Using Solar Energy for Your Home**" from Brandon Leavitt. In 1977, Leavitt started what is now the oldest alternative-energy company in Chicago. He is a proselytizer of solar energy for both residential and commercial properties. Leavitt received the first solar contractor's license issued by Cook County, and he designed and installed the area's first solar hot water system, which is still delivering hot water daily.

WHAT ELSE WILL BE HAPPENING?

Lara Biggs, Assistant Superintendent of the City of Evanston's Water & Sewer Department, will be extolling the virtues of conserving water and drinking tap water. It's easy to follow her suggestions because Evanston and the Chicago area have been rated as having some of the best-tasting tap water in the United States!

The "energy bicycle" returns this year (see photo on the front cover). You're invited to ride the bike and view the gauge as it records how much energy your pedaling is creating. The electronic panel also will show you how much energy it takes to light up a traditional bulb compared to a compact fluorescent light bulb (CFL).

The City received CFLs to distribute to residents for signing the Greenest Region Compact, an effort of the Metropolitan Mayors Caucus (www.mayorscaucus.org). CFL bulbs will be distributed during the Green Living Festival on a first-come, first-served basis; supplies are limited.

For more information, please call the Ecology Center at 847/448-8256. To confirm the schedule or for other updates, please visit www.laddarboretum.org in late August or early September.



Ricky Recycle gave a demonstration on recycling, which was sponsored by Keep Evanston Beautiful. He took a break to sample some tasty tea from a local vendor.



**EVANSTON
GREEN LIVING
FESTIVAL**

EVANSTON'S ROLE IN THE CLIMATE PROTECTION AGREEMENT

In October 2006, the City of Evanston unanimously voted to sign the U.S. Conference of Mayors Climate Protection Agreement. Signed by over 800 cities nationwide, the agreement pledges to reduce greenhouse gas emissions 7% from the 1990 levels by 2012.

In the fall of 2007, Evanston completed a greenhouse gas emission inventory which indicated Evanston needed to reduce emissions by an estimated 13% over four years to meet the goal. However, this is only a short-term goal. Long term, many people support the necessity of an 80% reduction from present emissions by 2050 to curb the effects of climate change.

In November 2007, the City of Evanston and the Network for Evanston's Future partnered to develop a Climate Action Plan for Evanston through a citizen-based process. After six months of research and development, a draft of the Evanston Climate Action Plan (ECAP) was presented to the community in May 2008. The plan outlines a wide range of recommended initiatives and strategies to reduce Evanston's greenhouse gas emissions. The ECAP will be presented to City Council in fall 2008 for adoption. For more info., visit www.cityofevanston.org/green.