

**Greening Greenfield  
Campaign**  
P.O. Box 726  
Greenfield, MA 01301



## “Greening Greenfield” Campaign

A collaborative effort of the citizen  
**Greening Greenfield Energy Committee**  
and the  
**Town of Greenfield**

*“...Building a sustainable Greenfield  
so current and future generations  
can enjoy life in this beautiful,  
abundant valley.”*

[www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)

## The Greening Greenfield Campaign

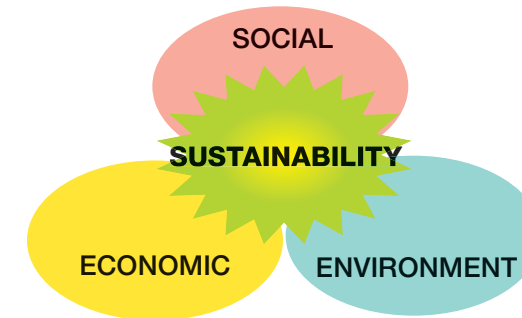


### The Challenge:

On a global level, climate change is happening faster than anticipated, oil supplies are shrinking while demand is growing, and population is exploding. Locally, we are already experiencing higher energy and food costs.

### Our Solution:

Revitalize Greenfield using “greening” as the economic and inspirational engine, and join the millions of people around the world that have already begun to act to make our world more sustainable.



**Sustainability is a system of thinking that strives to meet present economic, social and environmental needs without compromising future generation’s ability to meet their own needs (Brundtland Commission, 1987).**

### Our Strategy:

**Collaborate** with individuals, groups, businesses, and town government, using cooperative learning, public relations and advocacy. We bring financial and human resources to the table.

**Reduce our carbon emissions 80% by 2050** by working with ICLEI’s Cities for Climate Protection program and writing and implementing a sustainability plan. Our ultimate goal is zero emissions and waste, as well as clean air, water, and food for all.

**Use existing technologies** to reduce our need for costly and polluting fossil fuels. We will also help build new sources of energy that do not emit toxic or climate change emissions.

**Foster sustainable:** land use and agriculture; transportation; local economies, green businesses, jobs and manufacturing; healthy and equitable lifestyles; and quality education, health care, arts, entertainment, parks and recreation.

**Advocate** for local, regional, state and federal policies that support our sustainable vision.

***We aim to keep Greenfield  
a great place to live.***





# Three ways you can make a big difference!

## 1. Pledge to Save \$\$ on Your Energy Bills and to Reduce Carbon Emissions.

I do this now  
I pledge to take this action

Your Action	Your Savings Each Year	Reduction of CO <sub>2</sub> Each Year (in lbs.)
<input type="checkbox"/> <input type="checkbox"/> <b>Install</b> 10 compact fluorescent lightbulbs	\$148 per year	1152 lbs.
<input type="checkbox"/> <input type="checkbox"/> <b>Turn off</b> appliances with power strip – avoid phantom loads	\$36 per unit	280 lbs.
<input type="checkbox"/> <input type="checkbox"/> <b>Dry</b> two loads of wash each week on a clothes line	\$44 per year	345 lbs.
<input type="checkbox"/> <input type="checkbox"/> <b>Buy</b> local – food and other goods	varies	varies
<input type="checkbox"/> <input type="checkbox"/> <b>Drive</b> fewer miles this year <b>Buy</b> a fuel-efficient car	\$3 x _____ gal. saved	20 lbs. x _____ gal.
<input type="checkbox"/> <input type="checkbox"/> <b>Drive</b> 55 mph, avoid quick starts, maintain tire pressure	25% of your gas \$	20 lbs. x 25% of gal. used per year
<input type="checkbox"/> <input type="checkbox"/> <b>Hot water heater:</b> A. <b>Lower</b> to 120° B. <b>Install</b> blanket	depends on fuel	A. 150 lbs. B. 175 lbs.
<input type="checkbox"/> <input type="checkbox"/> <b>Recycle and buy</b> recycled	varies	varies
<input type="checkbox"/> <input type="checkbox"/> <b>Invest</b> \$5/month in green electricity and bring matching funds to Greenfield (see left)	\$1=20kwh (green electricity)	22 lbs. CO <sub>2</sub> + \$1 for Greenfield
<input type="checkbox"/> <input type="checkbox"/> <b>Your house:</b> A. Heating <b>tune-up</b> B. Free energy <b>audit</b> and <b>rebates</b> for insulation, etc. 866-527-7283	depends on fuel	A. 60 lbs. B. varies
<input type="checkbox"/> <input type="checkbox"/> <b>Buy solar</b> system (PV - photovoltaics) www.massstech.org 508-439-5700	40% to 60% rebates plus \$3000 tax credit	varies with size of PV system
<input type="checkbox"/> <input type="checkbox"/> <b>Support legislation:</b> climate change solutions		
<b>TOTALS</b>	<b>\$ Saved</b>	<b>Lbs. CO<sub>2</sub> Reduced</b>

## 2. Join an Action Study Group with Your Neighbors

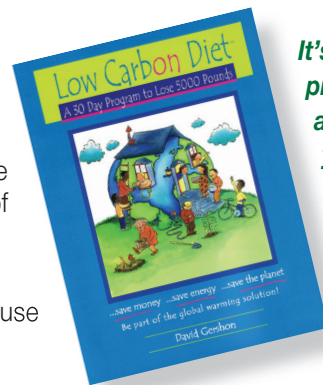
**DRAMATICALLY REDUCE YOUR CO<sub>2</sub> EMISSIONS AND SAVE EVEN MORE \$\$\$!**

### Sign Up for the Low Carbon Diet!

In one month – meeting just four times with your neighbors – learn how to dramatically reduce your CO<sub>2</sub> emissions and save \$\$\$ on your electric and heating bills. The Empowerment Institute's 75 page workbook will guide you in loosing 5000 pounds of CO<sub>2</sub> emissions!

**Pledge to loose 25% in the next five years.**

Carbon dioxide (CO<sub>2</sub>) emissions are THE major cause of climate change. You will save \$\$ and the planet!



*It's easier than you think to adopt practices that reduce CO<sub>2</sub> emissions and help the planet, while saving you money at the same time! Let us show you how!*

**To join, check the box in the tear-off, or see our web site! [www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)**

## 3. Invest in Green Electricity

### CREATE A GREENER GREENFIELD

**Everyone** in the USA has the opportunity to pay a fee (\$5/month or more) to ensure that their electricity is “green” and made from environmentally-friendly sources, such as wind and solar. In Greenfield we can do this by investing in the New England Wind Fund.

**How Greenfield Benefits:** When you make a gift to the New England Wind Fund, your gift is matched, dollar for dollar, by the Mass Technology Cooperative and it is given to Greenfield. The matching money will be used to create a sustainability plan that works for our town and saves us tax dollars.

**Invest today** in the New England Wind Fund, by going online to [www.NewEnglandWind.org](http://www.NewEnglandWind.org). Click the large yellow “join now” button, or call Mass Energy at 800-287-3950, and tell them you want to make a pledge to the New England Wind Fund.



## SIGN-UP TODAY!

- Please send me email updates about Greening Greenfield events and progress.
- Please “snail” mail me updates. I don't have email.
- I would like to work with the citizens' Greening Greenfield Energy Committee (GGEC) on the Greening Greenfield campaign.
- 1. I pledge to save \$\$ on my energy bills and reduce carbon emissions today!**
- 2. Sign me up for a Low Carbon Diet Action Study Group.**
- 3. I will invest in the New England Wind Fund to build a Greener Greenfield.**

Name (s) \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone: Day \_\_\_\_\_

Phone: Evening \_\_\_\_\_

PLEASE MAIL TO:  
Greening Greenfield  
PO Box 726  
Greenfield, MA 01302

OR SIGN-UP ON-LINE AT  
[www.GreeningGreenfield.org](http://www.GreeningGreenfield.org)

