

# Co-op America

## *Who We Are and What We Do*

### MISSION:

CO-OP AMERICA'S MISSION IS TO HARNESS ECONOMIC POWER — THE STRENGTH OF CONSUMERS, BUSINESSES AND THE MARKETPLACE — TO CREATE A SOCIALLY JUST AND ENVIRONMENTALLY SUSTAINABLE SOCIETY.

### ◆ REASON

Co-op America focuses on economic and business strategies because, in our technology-driven age, the economic sector dominates public and private life. Business is its primary player. If we want a society that respects people and the planet, we need to change the way society does business.

### ◆ STRATEGY

We work with people and businesses in their economic roles — as consumers, investors, business owners and workers. We ask them to:

- Rethink their consumption practices.
- Shift their purchases to companies working on becoming more socially and environmentally responsible.
- Invest in more responsible companies.
- Use their power as consumers, investors and businesses to demand change — and make those changes in their own homes and businesses.

We provide them with the tools they need to make these changes through our publications and Web sites. And, we organize campaigns to mobilize consumers, investors and businesses to focus on specific issues.

### ◆ MEMBERSHIP

Co-op America has a membership base of over 50,000 consumer activists and 2,500 responsible businesses (the Co-op America Business Network). We also manage the programs of the Social Investment Forum (500 businesses), the national trade organization for socially responsible investing professionals.

### ◆ PROGRAMS

Our key programs include:

- *Consumer Education Program* — educates people about how they can change their consumption practices and use their spending and investing power for social change.
- *Green Business Program* — helps socially and environmentally responsible businesses thrive.
- *Corporate Responsibility Program* — encourages conventional companies to adopt more sustainable practices.
- *Sustainable Community Program* — supports sustainable community development, including efforts to increase community investing.

### ◆ KEY PUBLICATIONS

- *Co-op America Quarterly* — Our award-winning journal on sustainable living.
- *National Green Pages™* — the only national directory of green products and services.
- *Financial Planning Handbook* — the popular guide that has introduced over 500,000 people to social investing.
- *Real Money Newsletter* — offers practical tips to help people save, spend, and invest in harmony with their values.
- Our family of **Web sites** - [www.coopamerica.org](http://www.coopamerica.org), [www.greenpages.org](http://www.greenpages.org), [www.socialinvest.org](http://www.socialinvest.org), [www.sweatshops.org](http://www.sweatshops.org), [www.woodwise.org](http://www.woodwise.org), [www.responsibleshopper.org](http://www.responsibleshopper.org), [www.boycotts.org](http://www.boycotts.org)

### ◆ KEY CAMPAIGNS

Socially Responsible Investing, Community Investing, Fair Trade, Solar, Magazine PAPER Project, Responsible Shopper, Green Business Network, Stop Sweatshops.

### ◆ MEDIA CONTACTS

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# CO-OP AMERICA

*Co-op America's nationally recognized staff is available for interviews on a wide-range of economic, social, and environmental topics.*

## INVESTORS

**Socially Responsible Investing** - Investors add ethics to investments by screening where money goes

**Community Investing** - Investors put savings in community investing banks to help low income communities

**Shareholder Advocacy** - Corporate shareholders use their voice and vote to improve corporate records

## CONSUMERS

**Consumer Advocacy** - Consumers use their dollars selectively to create social and environmental change

**Boycotts** - Consumers avoid purchasing from certain companies to change corporate conduct

**Fair Trade** - Consumers purchase fair trade certified products to counter negative effects of free trade



INTERVIEW  
TOPICS

## ACTIVISM

**Sweatshops** - Actions people can take in the U.S. to end sweatshops and child labor practices abroad

**Internet Advocacy** - Using internet as communications tool to change corporate conduct

**Forest Protection** - Using recycled paper and urging magazines to do the same

Contact Amanda Johnson, (202) 872-5314  
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## GREEN BUSINESSES

**National Green Pages** - Provides consumers with the largest national directory of socially and environmentally responsible businesses. From all-natural pet products to hemp hiking boots to dating services. It compiles trend data about the exploding green marketplace along with compelling information about businesses that are building a better world.

**WEB** - [www.greenpages.org](http://www.greenpages.org)

## SOCIALLY RESPONSIBLE INVESTING

**Financial Planning Handbook** - Provides investors with a socially responsible investing handbook to meet their financial and ethical goals. The handbook features worksheets and information to help investors get started. It compiles original statistics on socially responsible investing along with the performance data on dozens of responsible funds.

**WEB** - [www.socialinvest.org](http://www.socialinvest.org)

## FOREST&PAPER

**WoodWise Consumer Guide** - Provides individuals with innovative strategies for protecting forests in the U.S. and abroad. More specifically, it helps consumers: reduce junkmail, avoid clothing made from rainforest wood, launch forest-friendly home improvement projects, and find unique WoodWises businesses.

**WEB** - [www.woodwise.org](http://www.woodwise.org)

## ACTIVISM

**Sweatshops**- Original research reports expose companies running sweatshops in coffee, footwear, toy, blue jeans, and tea industries. Co-op America educates consumers about what they can do to solve the sweatshop problem. **WEB** - [www.socialinvest.org](http://www.socialinvest.org)

**Boycotts**- A comprehensive list of ongoing boycotts is published annually for consumers. The list is useful for determining the effects of boycotts. **WEB** - [www.boycotts.org](http://www.boycotts.org)

**Share Holder Advocacy**- Original research detailing investor involvement with corporate reform. **WEB** - [www.shareholderaction.org](http://www.shareholderaction.org)



PRESS  
RESOURCES

Contact Amanda Johnson, (202) 872-5310  
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# Co-opAmerica's National Green Pages

Co-op America • 1612 K Street NW • Washington, DC 20006

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

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

The NGP is a directory of socially and environmentally responsible businesses that offers thousands of products and services. All Co-op America Business Network members have undergone a thorough screening process to ensure they meet Co-op America's criteria for green business practices.

## Inside NGP...

➤ Hundreds of great green ideas and tips for greening your life. Use our "Green Steps Checklist" for strategic actions you can take, whether you are looking for small steps or big steps toward sustainability.

➤ Thousands of green businesses across the country committed to bringing you top quality products and services -- without damaging the environment or exploiting people.

➤ Great ways to save money -- from strategies for cutting down on your spending, to simple recipes for inexpensive nontoxic cleaners, to discounts from green businesses.

➤ Strategies to encourage corporate accountability -- what you can do to tell corporations to clean up their act.

➤ Great ways to invest -- from socially responsible mutual funds to financial advisers focusing on social investing to community development banks. You don't have to sacrifice your values to build a nest egg.

➤ True tales about what real people and businesses are doing to integrate their social and environmental values into their every day lives. Let them inspire you and cheer you on!

**And more!** Find thousands of green products, services, and strategies for building a more sustainable world:

Appliances  
Body/Personal Care Items  
Construction Materials  
Clothing  
Food Products  
Home Furnishings  
Office Products

Architecture/Building  
Advertising/Marketing/PR  
Business/Organizational  
Consulting  
Community Development  
Financial Planning  
Environmental Consulting

Shipping  
Community Investing  
Investing Responsibly  
Eating Organic  
Becoming Woodwise  
Green Cleaning  
Ending Sweatshops

*Make a few small changes.*

*Steps toward*

# Greening Your Life

*...make a difference*

*Get the most out of your Green Pages directory-- try the tips below and start putting your purchases to work creating an economy that's just and environmentally healthy for all.*

## **Start with one everyday purchase.**

Commit to purchasing one thing-- coffee, blue jeans, laundry soap-- from a green company. Use the National Green Pages to find sources, and add a new category each year to increase your green spending.

## **Buy in bulk.**

Purchase staples -- beverages, pasta, body care products, and toilet paper -- by the case from green businesses. You'll save money, reduce wasteful packaging, and always have the items you use most on hand.

## **Nominate your favorite green businesses.**

Use the post card next to page 72 to nominate your local green businesses for inclusion in the National Green Pages.

## **Encourage green purchasing.**

Encourage friends and associates, at work, school, or in your neighborhood to patronize green businesses -- show them your copy of the NGP, give them their own copy, or direct them to the NGP online.

*Ask yourself:*

**Do I need this?**

**Could I trade for, borrow, or reuse this item?**

**Is there a green alternative?**

## **Go green when you travel.**

When you are planning a trip, use the National Green Pages to find responsible restaurants, hotels, and other businesses at your destination. If green options are few where you're headed, check in the NGP for travel tips everyone can use, no matter where you are.

## **Tell local businesses to go green.**

Ask the stores in your area to carry green products, and take along your NGP to show store owners all the wholesale businesses listed inside.

## **Make repeat purchases.**

Make a list of the green businesses you patronize and commit to sustaining these businesses with repeat purchasing.

**Give green gifts.** Commit to buying all your gifts from local green businesses or businesses listed in this directory to help spread the word about these companies.

[www.greenpages.org](http://www.greenpages.org) . [www.coopamerica.org](http://www.coopamerica.org)

# Saving Forests

More than 95% of all magazines are printed on virgin tree fiber

*Printing magazines on recycled paper can save millions of trees each year.*



Helping to keep this...



...from looking like this.

## ENVIRONMENTAL FACTS

**Deforestation:** Every year, the magazine industry in the US deforests an area the size of the Rocky Mountain National Park for the production of 12 billion magazine copies—that's one tree per second.

**Energy:** The U.S. pulp and paper industry is the second largest industrial consumer of energy.

**Climate Change:** The production of magazine paper creates nearly seven million tons of greenhouse gasses each year.

**Solid Waste:** Each year, three billion magazines never reach a reader's hands. Placed end to end, those magazines would circle the Earth 20 times.

**Toxics:** The pulp and paper industry uses dozens of chlorine-based chemicals, which along with their by-products are harmful to human health and the environment.

Sources: *Turning the Page: Environmental Impacts of the Magazine Industry and Recommendations for Improvement*, and Reach for Unbleached!

## RECYCLED PAPER FACTS

**Current Use:** Many small and mid sized magazine publishers currently use high post-consumer recycled content paper.

**Proven Technology:** Beautiful color magazines, such as *Audubon* and *Outside*, are currently printed on post-consumer recycled content magazine paper.

**Availability:** Nearly all types of paper are widely available with recycled content.

## MYTH BUSTER: PRICE

Price varies depending on volume purchased, but many mills making high-quality papers sell their recycled papers at the **same price** as their virgin papers.

## BENEFITS OF USING RECYCLED PAPER IN MAGAZINES

- \* Reduce deforestation, greenhouse gas emissions, landfilling, and air and water pollution
- \* Save energy, helping to reduce dependence on fossil fuels
- \* Attain recognition for demonstrating environmental responsibility and helping lead the entire paper industry toward sustainability



## MAGAZINE PAPER PRINCIPLES

The Magazine PAPER Project is urging magazine publishers to adopt the following principles, demonstrating their commitment to environmental stewardship:

1. Begin using recycled paper and continually increase post-consumer content.
2. Eliminate endangered forest fiber use by using sustainably harvested fiber.
3. Utilize paper produced in chlorine-free processes.
4. Reduce magazine overproduction.

*The Magazine PAPER Project offers assistance to publishers in adopting these principles.*

## SAMPLE LETTER

Dear Publisher,

I enjoy reading your magazine, but I am concerned about its impact on the environment. Printing on post-consumer recycled paper uses fewer trees, less water, and less energy than virgin fiber paper. Recycled paper has the same quality, and its prices are competitive with those of virgin paper.

The following principles are key to ensuring responsible environmental production [Insert Magazine Paper Principles, see above right]. Adopting these principles can position your company as an environmental leader. Environmental sustainability is important to me because [use a personal example].

I am urging you to begin printing your magazine on post-consumer recycled content processed chlorine-free paper. Further, commit to continually improve your paper's environmental characteristics, by adopting sustainable paper use principles.

Signed,  
[Your name]

## ACTIONS

- ✓ Request "USE RECYCLED PAPER" stickers free from Co-op America to put on your magazine's postage-paid subscription cards to let the publisher know you'd like to read magazines printed on eco-paper.
- ✓ Call or write a letter to the publishers of the magazines you subscribe to and ask them to print on recycled paper. (See sample at left.)
- ✓ Use the PAPER Project Tool Kit to organize a project in your community. ([www.woodwise.org](http://www.woodwise.org))

## CONTACT

For more information contact:  
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[www.woodwise.org](http://www.woodwise.org)  
[www.EcoPaperAction.org](http://www.EcoPaperAction.org)

## JOIN CO-OP AMERICA

The Magazine PAPER Project is a campaign of Co-op America, a membership-based nonprofit organization. Co-op America uses market-based strategies to create a socially just and environmentally sustainable society. Along with reforming the magazine industry, Co-op America also works to end sweatshops, bring the solar industry to scale, promote fair trade, and much more! Join today at the student discount rate of \$15, and you'll receive the *National Green Pages*™, our *Financial Planning Handbook*, the *Co-op America Quarterly*, and a subscription to *Real Money* - our popular green living newsletter.

**Reclaim your future!  
Join Co-op America  
today.**

[www.coopamerica.org](http://www.coopamerica.org)  
1-800-58-GREEN

# Magazine PAPER Project