

Materials Management through Sustainable Consumption Webinar Series

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Driving Change

EPA Materials Management Through
Sustainable Consumption Series

September 10, 2013

THE STORY OF
STUFF
PROJECT

Annie Leonard
storyofstuff.org

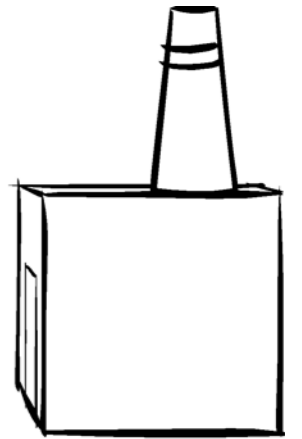
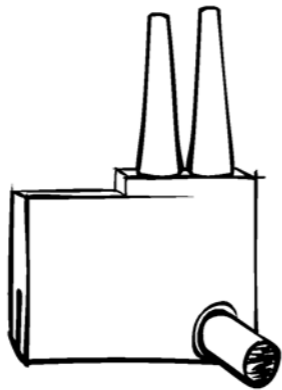
Why care about materials (stuff)?

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How we can better tell our Story

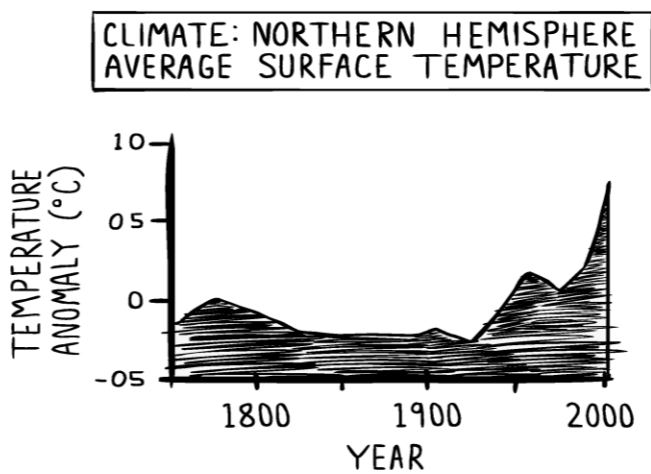
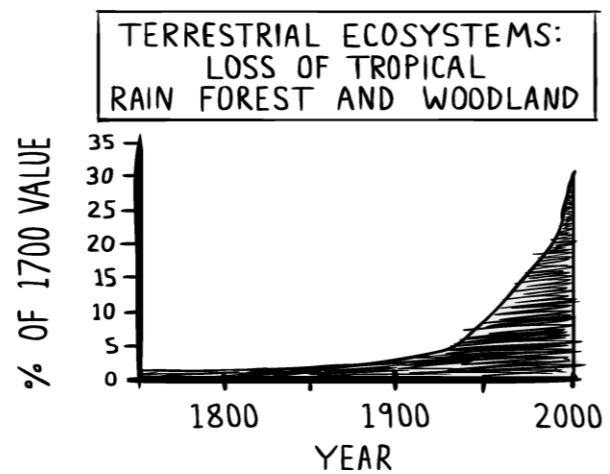
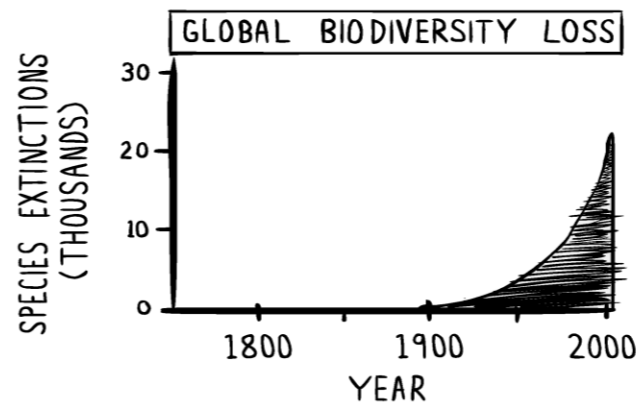
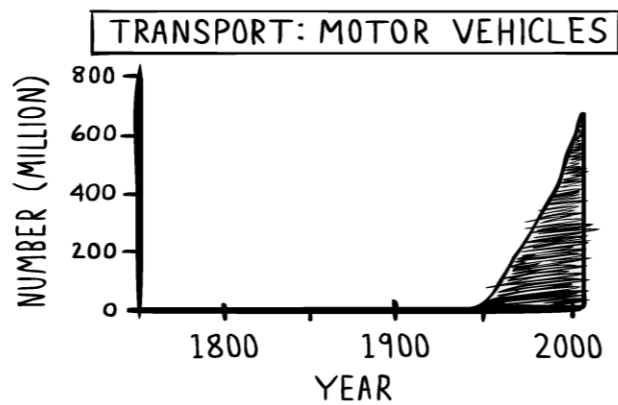
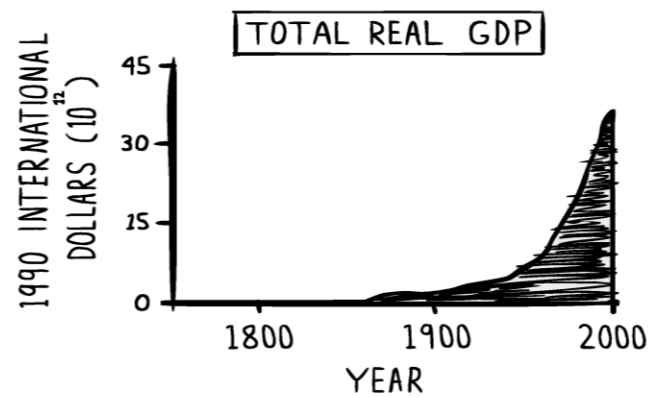
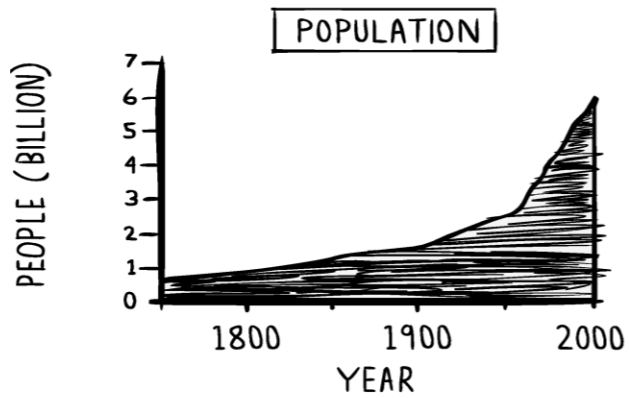
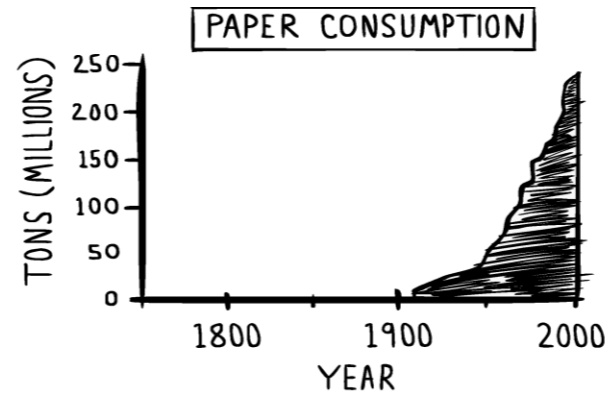
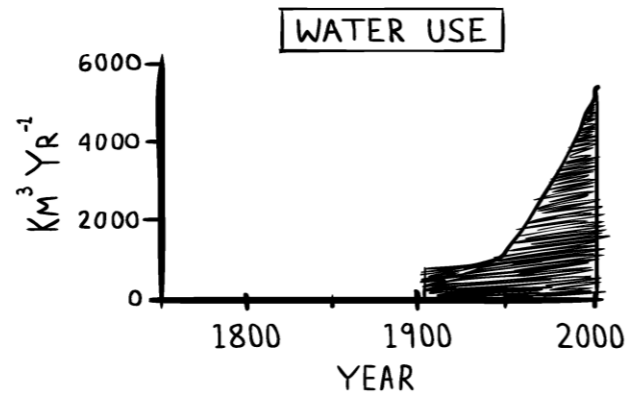
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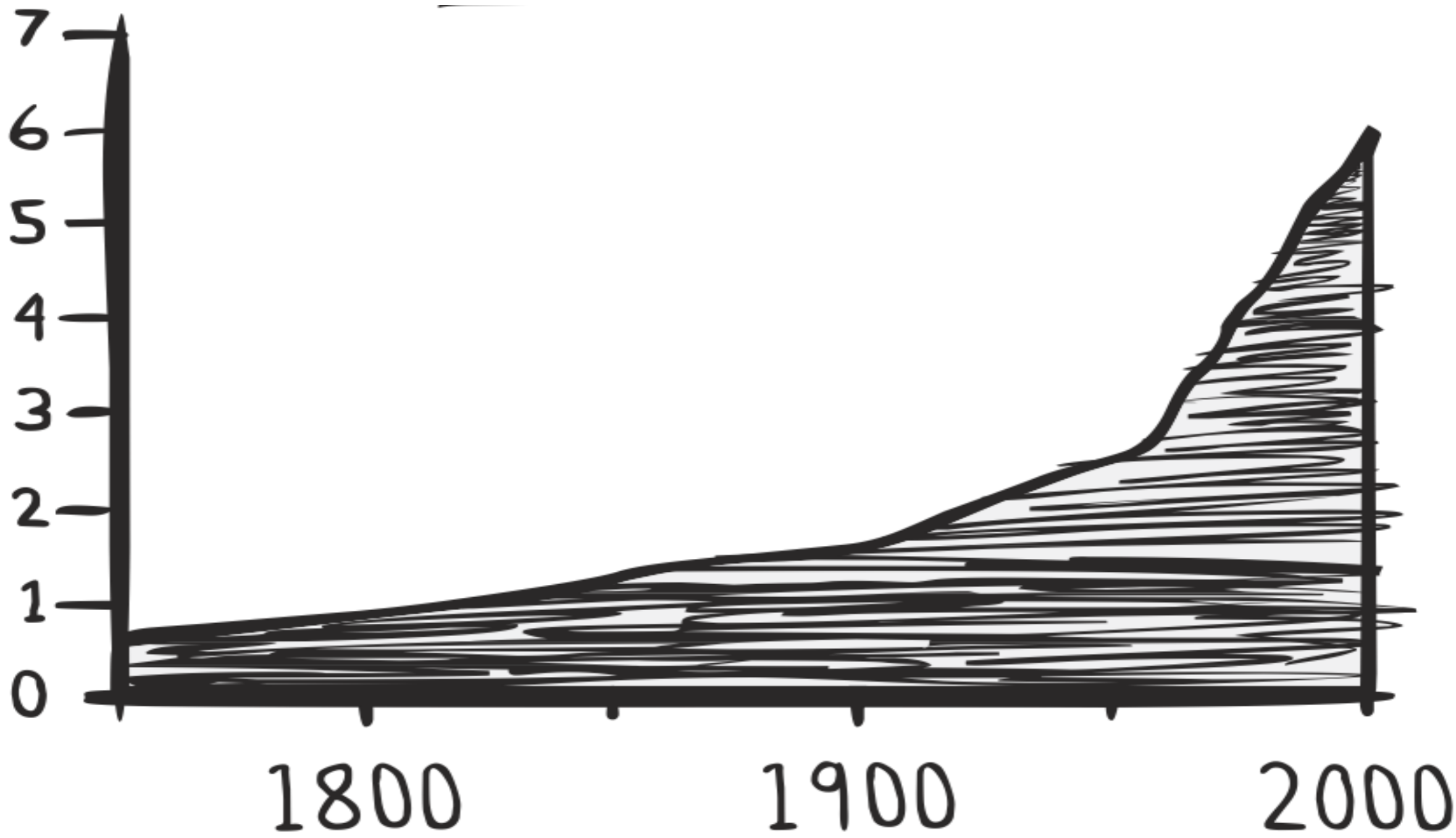
**Lessons on Driving Change from
The Story of Stuff experience**



Why care about materials (stuff)?

- We're using too much stuff
- We're using too toxic stuff
- We're not sharing stuff well



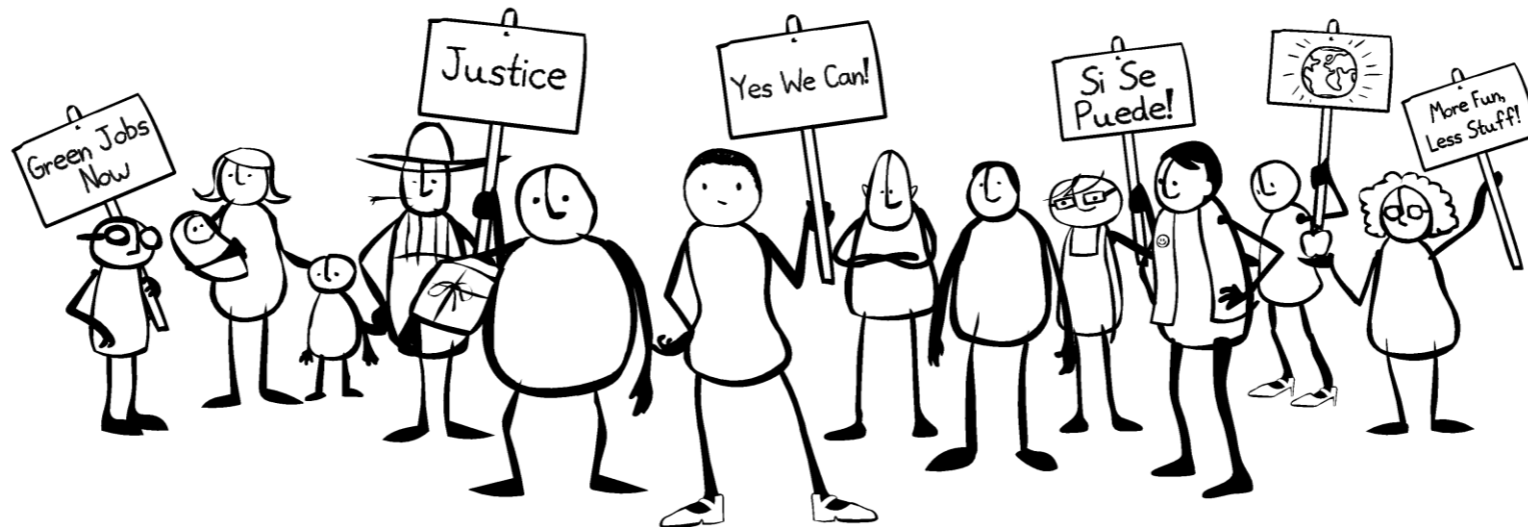
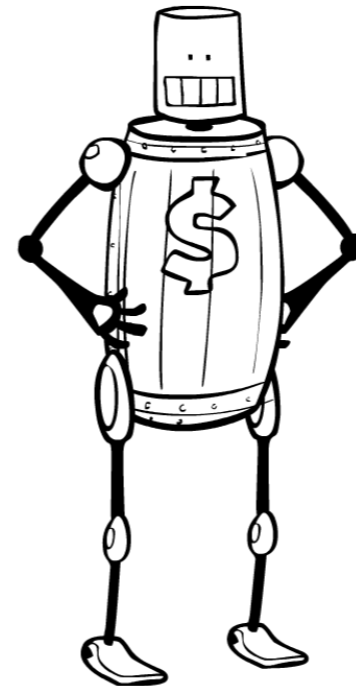
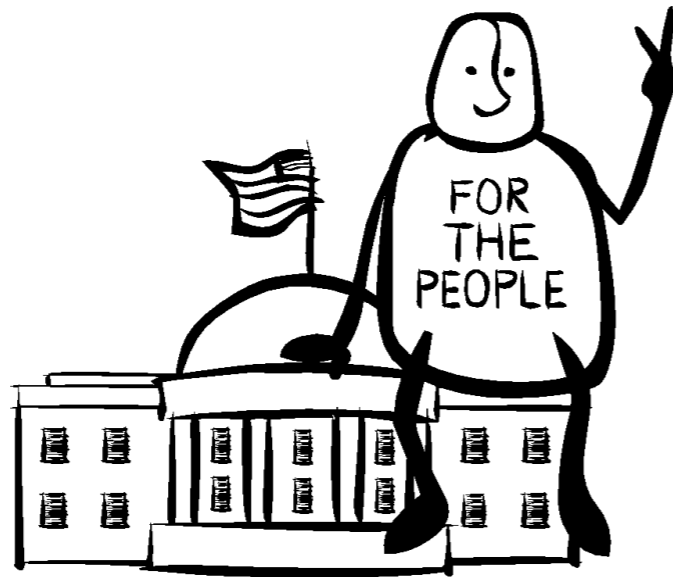


Stuff Used

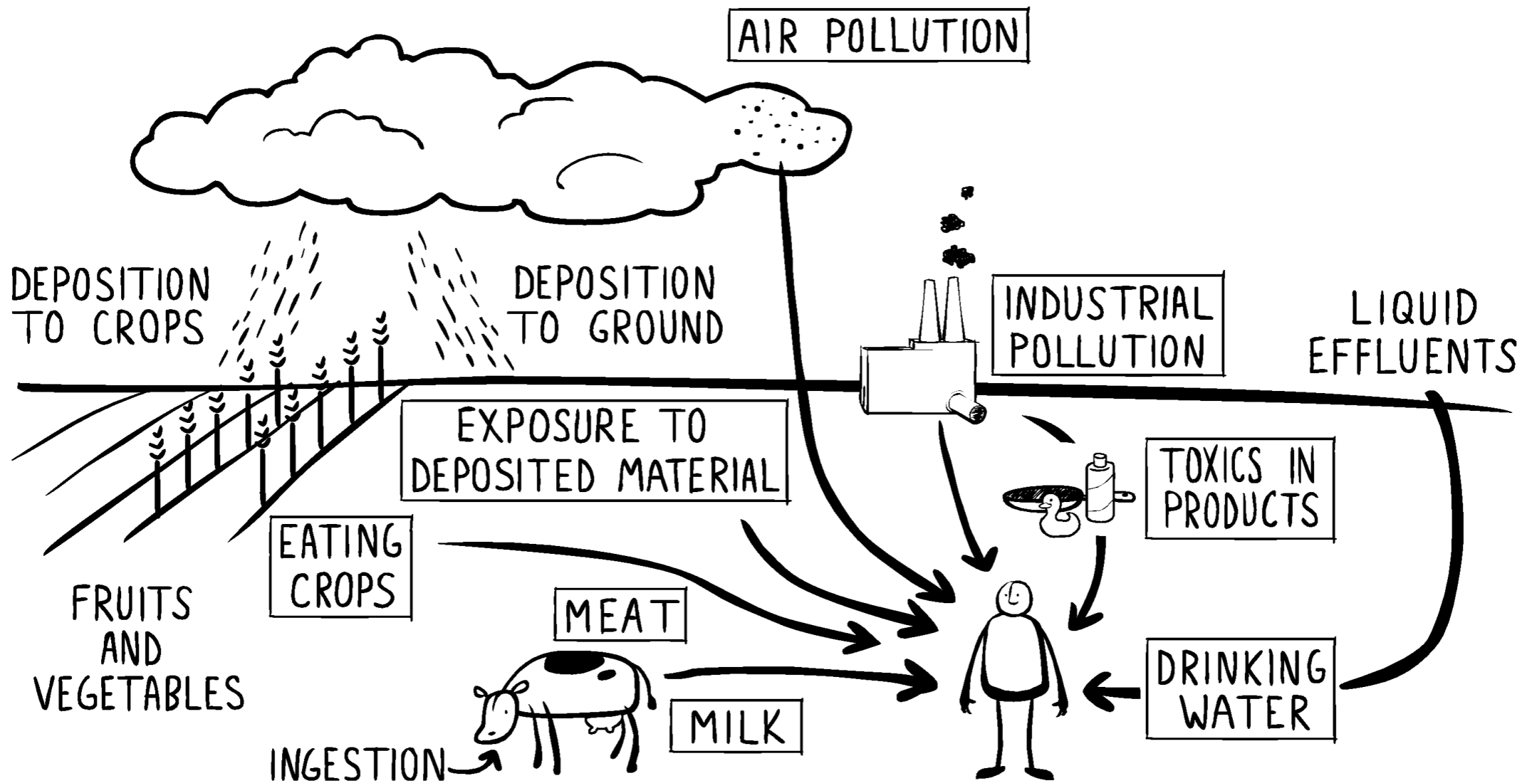


SOLUTIONS!

to using too much stuff



EXPOSURE PATHWAYS OF TOXIC POLLUTANTS





A close-up, warm-toned photograph of a newborn baby's face, showing the eye, nose, and mouth. The baby's hand is visible near the mouth. The background is dark, making the baby's features stand out.

BodyBurden

The Pollution in Newborns

A benchmark investigation of industrial chemicals, pollutants, and pesticides in human umbilical cord blood

SOLUTIONS!

to using too toxic stuff



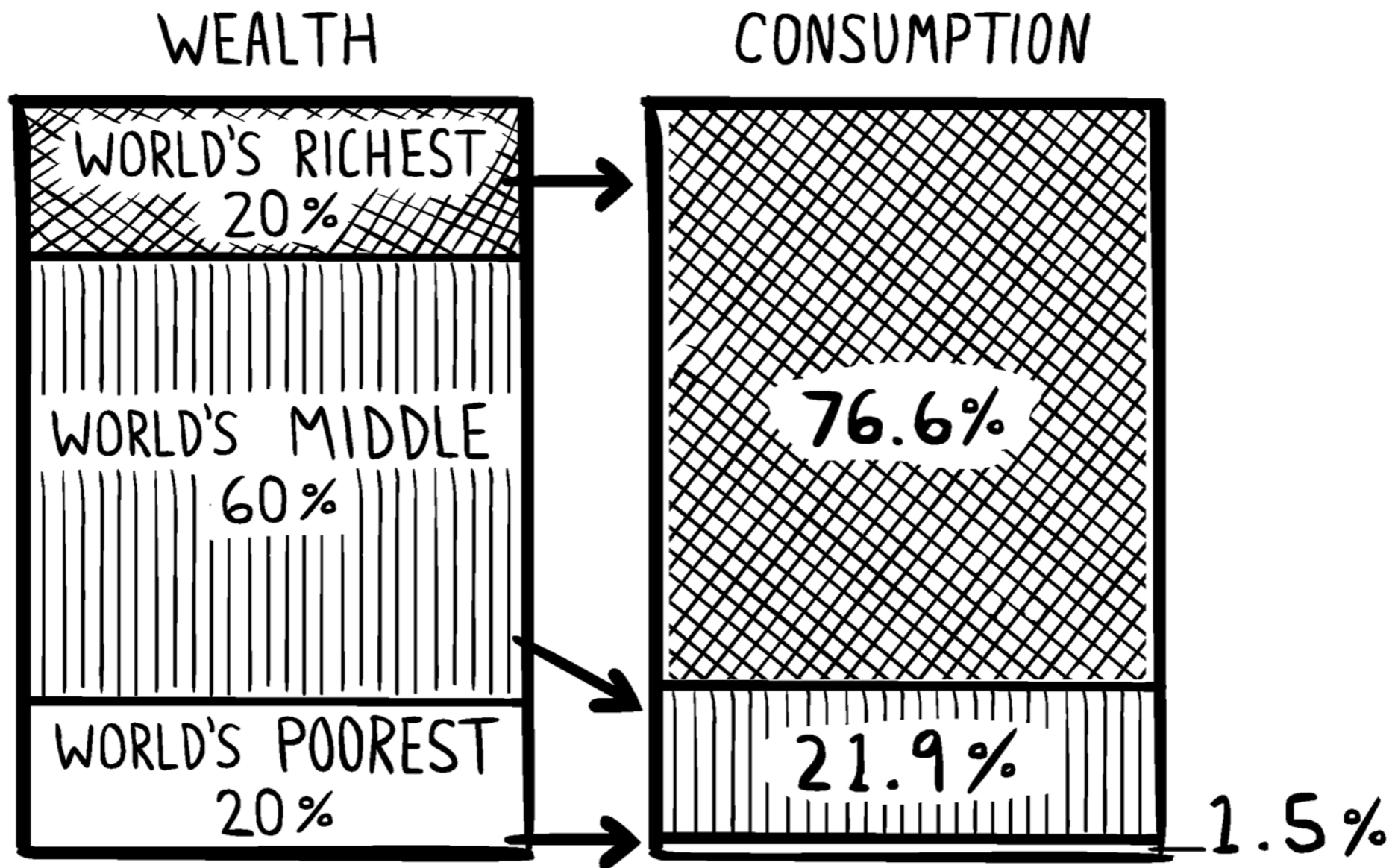
Because Every Purchase Matters

The logo for Healthy Stuff.org features a large orange circle on the left. Inside the circle, the word "Healthy" is written in white, sans-serif font. To the right of the circle, the word "Stuff.org" is written in a blue, sans-serif font.

Healthy Stuff.org

Researching toxic chemicals in everyday products

SHARE OF WORLD'S PRIVATE CONSUMPTION, 2005



Source: World Bank Development Indicators, 2008.

SOLUTIONS!

to we're not sharing stuff well



**Questions about
materials (stuff)?**

How I learned to tell my Story



How we can better tell our Story

- Speak within an audience's frame of experience (expert jargonism excludes people)
- Start the conversation at the beginning
- Provide lots of doors through which to enter
- Speak from the heart and tell stories; don't just speak from the head

THE STORY OF

STUFF

WITH ANNIE LEONARD



**Questions about
telling our stories?**

Lessons on Driving Change from The Story of Stuff experience

**Millions Know
And
Millions Care**

Non-Informational Barriers to Change



CITIZÉN
MUSCLE

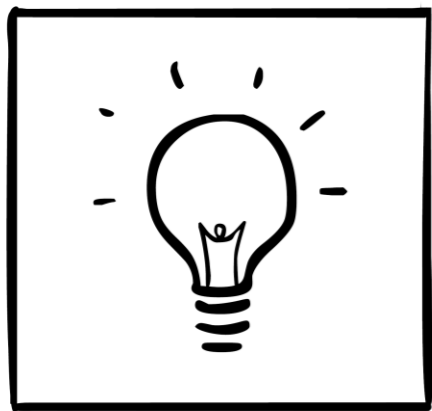
CÓNSUMER
MUSCLE

Our most important work

=

**inspire people to exercise
their citizen muscle**

- 1. Build Power to make change**
- 2. Shore up our democratic structures and systems**
- 3. Add meaning, joy, and friends to our lives**



+

WE

+



=

CHANGE



RESISTER



NETWORKER



NURTURER



INVESTIGATOR

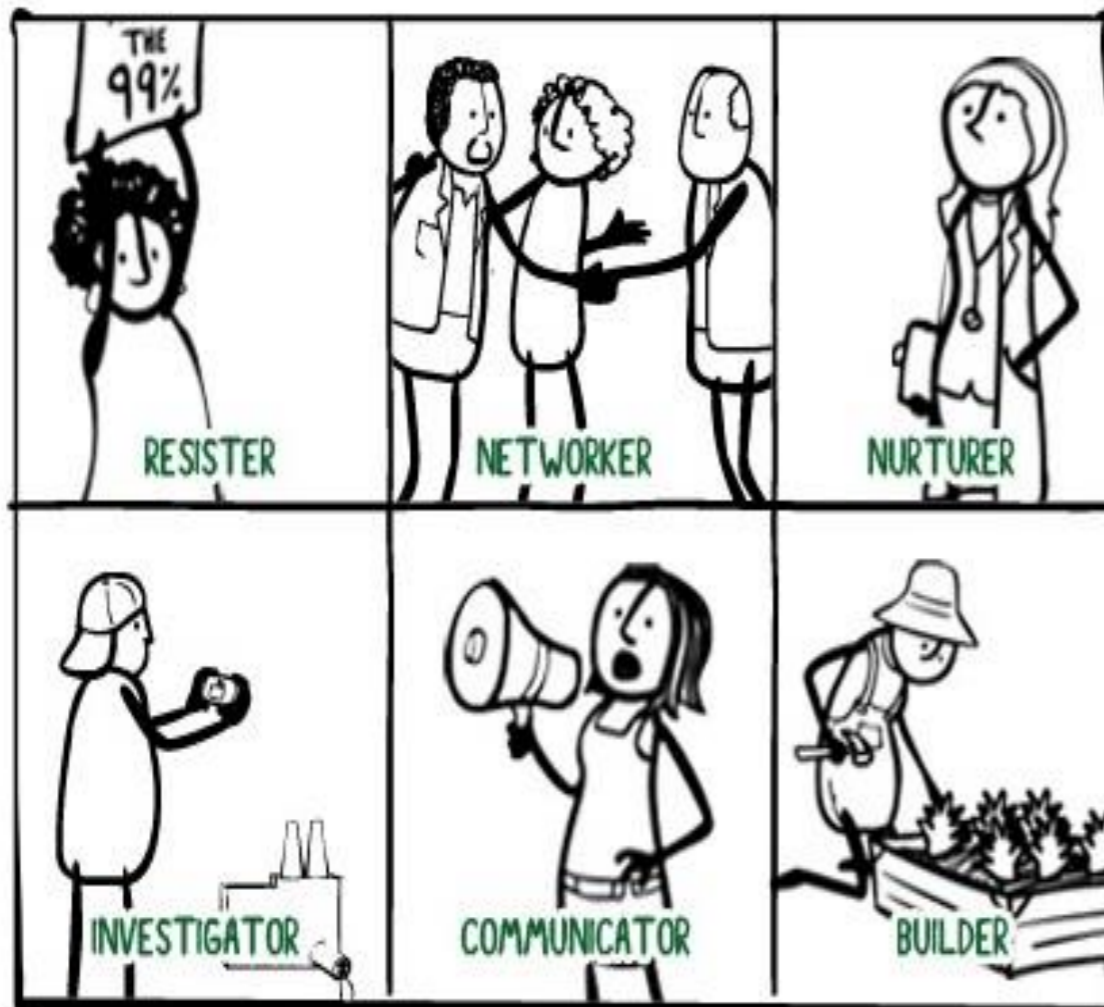


COMMUNICATOR



BUILDER

What Kind of Changemaker Are You?



Ready to take that first step towards making change? Want to help write the next chapter in the story of Stuff? Whatever you have to offer, a better future needs it!

Take our Changemaker Personality Quiz to see which of your citizen muscles are strongest, find out what role you can play in in the SOS community, and then share your results with your friends!

At the end of the quiz, find out how to participate in our Changemaker Challenge.

TAKE THE QUIZ! ▶

(Quiz takes approximately 2 minutes to complete)

Changemaker Challenge

Hi there, [SIGN IN](#) to make a comment.

SHARE.
VOTE.
ACT.
REPEAT...



SHARE YOUR ACTION IDEAS AND HELP THIS COMMUNITY BUILD A BETTER WORLD TOGETHER!

Join the Changemaker Challenge to help write the next chapter in the Story of Stuff.

SHARE AN ACTION IDEA! ▶

» Rules and Guidelines

ACTION IDEAS so far 806

Top Ideas



- 6,080 [Pass a Constitutional Amendment to Overturn Citizens United v. FEC!](#)
- 5,160 [Amend the Constitution to Abolish Corporate Personhood and Money as Free Speech](#)
- 3,610 [Demand Forced Labeling on Products with Controversial Technologies or Ingredients](#)
- 3,250 [have water recognized as a human right](#)
- 2,790 [Make Schools Commercial Free](#)
- 2,280 [Keep Compostable Organics Out of Landfills](#)

What's the Changemaker Challenge?

Change is possible.

**Questions about
driving change?**

Thank you



and all of the participants today!

storyofstuff.org

facebook.com/storyofstuff

annieleonard@storyofstuff.org