

**THE CONSUMER'S GUIDE to  
EFFECTIVE ENVIRONMENTAL CHOICES**

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1448 E. 52<sup>nd</sup> St., Box 144, Chicago, IL 60615*

The book with this title contains practical advice from the Union of Concerned Scientists. It presents the results of an objective study of the impact of humans, Americans in particular, on our environment and recommended action for us to take to reduce that impact.

"As consumers, we make dozens of decisions every day about what to do or buy, but it is hard to know which of them, if any, make a significant difference for the environment." The authors "believe there are choices – clean, unambiguous choices – ordinary consumers can make that will truly benefit the environment. They will make a difference."

**THE LEADING CONSUMPTION-RELATED  
ENVIRONMENTAL PROBLEMS:**

Air pollution	Global warming
Habitat alteration	Water pollution

**AVOID HIGH IMPACT ACTIVITIES, SUCH AS:**

Powerboats; pesticides and fertilizers; gasoline-powered yard equipment; fireplaces and wood stoves; recreational off-road driving; hazardous cleaners and paints; products made from endangered species

**PRIORITY ACTIONS FOR AMERICAN CONSUMERS**  
TRANSPORTATION

- Choose a place to live that reduces the need to drive
- Whenever practical, walk, bicycle, or take public transportation
- If you need a car, choose a fuel-efficient, low-polluting car

FOOD

- Eat less meat
- Buy certified organic produce

HOUSEHOLD OPERATIONS

- Make home modifications that will reduce your home's heating and water use
- Install efficient lighting and appliances
- Choose an electricity supplier offering renewable energy

**RULES FOR RESPONSIBLE CONSUMPTION**

- Give special attention to major purchases
- Look for opportunities to be a leader/role model
- Buy more of those things that help the environment
- Think about non-environmental reasons (for example, economic and quality of life) for reducing consumption

**For more information, and practical suggestions, see:**

**The Consumer's Guide to Effective Environmental Choices  
Practical Advice from The Union of Concerned Scientists**

**Michael Brower, Ph.D. and Warren Leon, Ph.D.**

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