

ocean tips What you can do...



...AS A CONSUMER

- **Opt for quality over quantity.** Everything requires energy and resources to produce. Buy less. Seek items that will last.
- **Buy real gifts.** Seek locally made products and items that have practical value. Consider where something was made, how it was produced, how it is packaged and how it will last over time.
- **Drink filtered tap water.** Avoid buying water or drinks bottled in plastic or pouches with straws. An estimated 80 percent of plastic in the ocean comes from land. What's more, plastic water bottles leach plastic, which means you then drink these chemicals as well. Bring a reusable water bottle. Avoid plastic straws.
- **Shop at farmer's markets and locally owned grocers. Support your local farmers!** Buy locally grown-and-produced items and buy organic when you can. Mid-size organic farms are the most productive farm type, in terms of yield per acre; far out-pacing industrial farming. They also better maintain the soil and thus out-perform over time. Organic farming helps to protect bees, butterflies, birds, workers, water quality and your health. You do as well when you buy organic.
- **Bring a reusable bag when you shop,** a reusable water bottle on the road and reusable mug to the coffee shop. Try buying fruit without bagging it or bring your own light-weight, reusable bags.
- **Think of creative ways to reuse and recycle.** Rather than purchase small trash bags, re-use bags of any kind to line small bins. Use wax paper bags for sandwiches or reusable containers made from recycled plastic. Make your own ice blocks with used plastic containers. Give away or donate items when they are no longer in use—keep items in circulation.
- **Purchase items made from recycled material.** Paper products, office items, clothing, bags, packaging and even luggage can be made from recycled material to start. Support companies that source recycled material for their products. Clean and sort your recycling properly.
- **Repair your TV, electronics and household appliances.** Employ your local repairman. Extend the life of everything you can and particularly these items, as they pose extra problems for disposal. Avoid using batteries and seek re-chargeable batteries when you must. Use a pour-over coffee filter for coffee or seek other ways to reduce the number of appliances you purchase overall.
- **Look for postconsumer waste content when you buy.** Seek products made from post-consumer waste, including 100% post-consumer content toilet paper. Products made from recycled material may be tightly packaged, to further reduce waste, and thus a better value.
- **Opt for items with less packaging.** Select products that are minimally packaged. Avoid items packaged in plastic. Find pens that come in simple cardboard boxes, fruit that is *not* packaged in Styrofoam or plastic and items that are *not* wrapped together in plastic a second time. Make a pledge not to purchase items unnecessarily over-packaged. Seek reusable items.
- **Use biodegradable dishwashing soaps and detergents,** without phosphates or palm oil.
- **Consider eating less meat.** Seek organic or sustainably-raised sources when you do. Eat more macadamia nuts, locally grown fruits and produce, avocado and mango rolls and other delicious options.
- **Avoid palm oil.** Check ingredients and determine not to purchase items made with palm oil. Be steadfast. This is possible to do. The demand for palm oil is responsible for the clearing of vast tracts of rainforest.
- **Think oranges, rather than orange juice. Look for items locally grown or made.** Simpler and less processed food requires less energy, packaging and waste to produce, plus will leave you feeling better. Minimize food waste. Compost if you can.
- **Consider eating less fish.** Eat locally caught fish when you do. Be aware that fish is now likely to contain high levels of toxins. Larger fish, like tuna and marlin, will likely have higher levels. Know your fish; know your source.
- **Avoid buying pet food with fish listed as an ingredient.** Find potato, rice and poultry-based options. The use of fish as an ingredient in pet food encourages wasteful industrial fishing practices, including "by-catch," and puts further strain on ocean health. Avoid purchasing plastic items for pets when possible.
- **Use reef-safe sunscreens.** Or, wear a rash-guard and sun-protective clothing.
- **Stock utensils in your car.** Re-wash and re-use disposable forks, knives and spoons. They will last a life time. Seek compostable to-go items and bring your own re-usable containers when you can.

Artwork ©Sophie Twigg-Smith Teururai



continued on reverse

continued from front

IN YOUR BUILDING— AT HOME OR IN THE OFFICE

- **Wear a sweater in winter** (and not in the summer!). Keep air conditioning units and heat set at reasonable levels. Wear warmer clothes in winter and cooler clothes in summer.
- **Reduce the energy consumed by home and office buildings.** Replace light bulbs with mercury-free and energy-efficient LED bulbs. Add day-lighting tubes and windows for day lighting. Use honeycomb blinds; open and close as needed to keep buildings cool in summer and warm during the winter. Build or remodel to LEED standards.
- **Add solar hot water and/or photovoltaic panels to your roof.**
- **Support the development of green building standards and requirements for LEED certification on new buildings and commercial remodels.** Buildings account for 40 to 50 percent of the energy we consume. Smart design can reduce building energy requirements by up to 70 percent. Plus, LEED-certified buildings are inherently bright, pleasant, productive and healthy spaces to live and work in.
- **Avoid chemicals.** Any way you can. Use biodegradable and natural cleaners and avoid using chemicals as much as possible.
- **Dry your laundry on a rack.** Save on your energy bill and keep clothing looking nice for longer.

IN THE YARD

- **Avoid the use of pesticides, herbicides and fertilizers in your yard.** Pesticides, herbicides and fertilizers make their way into the water supply and into the ocean, adding further stressors to coral reefs. They are more harmful to health than most people realize, given how common they are. They are also harmful to bees, butterflies and birds.
- **Support efforts to replant with native flora and fauna.** The restoration of native habitat supports birdlife, stabilizes soil and helps bring a return of healthy forests.
- **Landscape using native plants and trees adapted to your climate zone.** Native plants support bird life and reduce the need for chemicals and water. Mulch plants to keep the ground moist so less watering is needed.
- **Replace lawn area with ground cover, shrubs and trees when possible.** Hire a student in your neighborhood to mow the lawn; ideally using a manual push reel mower, like the *Fiskars Staysharp Max Push Reel Lawn Mower*. Search the article “*In Praise of the Push Reel Mower*” on-line.

IN THE COMMUNITY

- **Support wind and solar energy projects,** and “on every rooftop” solar campaigns, to utilize commercial, big box store and available retail and residential roof space for energy generation. Support commercial entities that use renewable energy.
- **Support rail projects in general and high-speed rail projects in particular.** Everyone benefits from the development of rail. The long-term taxpayer burden of supporting an exclusively

automobile-based transportation system—estimated at \$4,500 per car per year in 1989 dollars—is reduced. Rail also reduces runoff from roadways, carbon emissions, pressure on parking spaces, and the need for roadway maintenance and concrete. A single rail line can transport as many people as eight lanes of traffic, freeing urban real estate and land for other uses, including open space, housing and parks.

- **Support transit, bicycle and pedestrian facilities in your neighborhood.** People love to walk and bicycle, use transit and ride the train, when good systems are available. Multi-modal transportation systems make communities more desirable to live in. At the same time, they reduce transportation costs for both the individual and tax payer.
- **Support pedestrian-oriented mixed-use development and building and zoning codes that encourage energy efficiency, maintain a sense of place and provide the foundation for transit.** Support the development of bicycle, pedestrian and transit plans. With a plan in place, new development projects can integrate into the system and efforts can combine to develop integrated bicycle, pedestrian and transit systems and facilities.
- **Create rideshare!** Help develop carpool, rideshare, walking and transit programs in the organizations and companies you work for. Organizational support is crucial in developing a culture that affirms the use of alternative modes. This can include providing transit schedules and updates; facilitating the purchase of bus or rail passes; establishing carpool boards; designating carpool parking spaces; providing pedestrian and bicycle route information; providing bicycle parking; providing a bench to change and store shoes; and/or providing an area to change and store clothing.
- **Volunteer with groups** to restore watersheds, grow food, rehabilitate habitat, re-generate forests and clean up debris. Take a “clean the beach” trip down to the coast with your kids to pick up plastic.
- **Support policies and programs that replenish and conserve resources. Support the development of Marine Protected Areas (MPAs).** MPAs and seasonal fishing bans allow reef and other fish to replenish and re-populate. Support wild fisheries and the return of wild salmon runs.
- **Focus on forests. Work to protect forest areas, support re-forestation projects and re-plant marginalized lands.** Forests, and particularly rainforests, sequester significantly more carbon per acre than any other type of land use, provide critical habitat and ultimately provide the basis for a long-term, healthy economy. Consider carbon offsets. Don’t use products with palm oil; plant trees, forests and parks.



WAIMEA OCEAN FILM FESTIVAL
P.O. Box 6600
Kamuela, HI 96743
808-854-6095
www.waimeaoceanfilm.org
A 501(C)(3) ORGANIZATION