

Green Gifts

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Why I Model Conscience Consumerism

In 2009 I had a dream, a vision to open a store where people that wanted to live a healthy sustainable lifestyle could shop for everything from makeup to mattresses, all good for them and the planet. One Green Street was born.

It was important for me to be authentic in this space so the original location was the first LEED Certified Retail Store in Houston. We worked very hard for this certification. Through thousands of hours of research and discovery, and owning and operating a “Green” business, I was forever lucid and changed regarding conscience consumerism and the importance of voting with your dollars.

Where it all Began

One Green Street



Sir Steve Stelzer



A visit from the Mayor



Recycled Displays

Magazine Dress



Cyrstal the Glass Lady



Cork Hearts



Voting with your Dollars:

As consumers we vote every single day with our dollars. The average American family spends around \$22,000 every year on goods and services. That's 22,000 votes!

The Better World Shopping Guide, Ellis Jones

D.O.T.

At One Green Street we had a mascot aptly named D.O.T. and I live by her message today! Do One Thing!

You can't do everything but everyone can Do One Thing.

- Do your research
- Be consistent with your choices
- Discover what really matters to you, your family and the environment
- Be a role model

Holiday Gift Giving



The average American spends \$800 on gifts over the holiday season.



Nearly 60% of Americans receive unwanted gifts during the holidays. And 52% re-gift their unwanted gifts to others.



According to a national survey, 70% of Americans would welcome less emphasis on gift giving and spending.

Source: [RecycleWorks.org](https://www.recycleworks.org)

Gifts & Talents

Poetry	Music	Dance	Cooking
Baking	Cleaning	Knitting	Wood Working

Make it Personal (Recycle)



Divert beloved clothes or textiles from the landfill by reinventing them!

Cut them up and use for gift wrapping

Use to make pillows, blankets or sachets

Be creative and thoughtful!

Handmade Gifts



Gifts of Experience

Museum Membership	Health Club Membership	Movie Tickets	Concert Tickets
Sports Tickets	Photo Session	Zoo Membership	Weekend Getaway

All these provide intangible experiences, not material goods. By definition they use less stuff.
They also create the most lasting gifts of all: memories!

Source: The ULS Report

Holiday Waste

Gift Wrap & Bags

- 4 Million Tons
- Half of the paper we consume is used to wrap and decorate consumer products

Holiday Ribbon

- If every family reused just two feet of ribbon the 38,000 miles of ribbon saved could tie a bow around the entire planet.

Christmas Cards

- The 2.65 billion cards sold each year in the US could fill a football field 10 stories high.

Christmas Trees

- Each year, 50 million Christmas trees are purchased. Of those, about 30 million go to the landfill.

Green Packaging Ideas

Recycle yarn, string, twine	Fabric	Books as cards
Newspaper	Natural greenery	Food containers as boxes
Cut off back of cards	Flowers/pinecones	Shoe boxes
Reuse Gift Bags	Draw on back of wrap	Children's Artwork

Green Hero's

Pangea Organics	Honda	Maggie's Organics	Hewlett Packard	EO (Cosmetics)
Apple (Electronics)	Etsy	Patagonia	Timberland	Dansko (Shoes)
Dr. Bronner's	Numi (Tea)	Hazelnut Kids (Toys)	Fetzer (Wine)	Whole Foods

Source: The Better World Shopping Guide by: Ellis Jones

The Best Gifts

While gifts are important, they're not really the main event. It's all about family, friends and tradition.

Happy Holidays and Thank you!

Resources

1. The ULS Report-Use-Less-Stuff.com
2. Care2.com
3. StoryofStuff.org
4. The Better World Shopping Guide by Ellis Jones