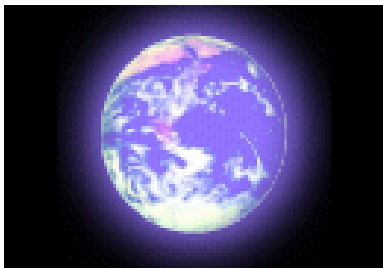


“What if you and Oprah really can save the Planet?”



By Richard Williams.

Contents

Heading	Page Number
Title Page	1
Contents	2
Legal Disclaimer	3
Links and Marks	3
Outline	4
This e-book can make a difference, heres how	5
PART ONE	
The Environment	5
PART TWO	
Suggested Solutions	8
Oprah	8
Taking action is easy	9
Green Concepts and Ideas	10
Why the focus on Oprah?	11
Why Green?	11
World Leaders to take Green Action	12
Green Points	13
Green Stamp	13
Central Green Fund	14
Green Rounding	14
Green Town/City	15
Green State	15
Green State Government Award	16
Green Think Tank	16
Green Movies and Documentaries	16
Green fast Food Franchises	16
Green Web Blog: a billboard of what's happening	17
Green Industry	17
Green Food Outlet Chains	17
Green Waiting Time	18
What can Oprah do to help?	18
Green Song	18
Green Love	19
Green Celebrities	19
What can you do? Think and Act Green	20
What can I do now to add momentum to reaching real solutions?	20
Links to others who are also trying to do their bit to help the planet	21
Acknowledgements	23

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E-book Concept:

“What if you and Oprah really can save the Planet?”

By Richard Williams,

Dedication: I dedicate this e-book to my wife and my two sons. This is the best I can do to make the world a better place for you.

I hope that you enjoy reading my e-book and will join me in taking some simple yet positive action to help save the planet.



Outline:

The environment and the stress it is under is becoming an increasing concern for people all over the world. I am a 43 year old nurse who lives in the Central Tablelands of New South Wales, Australia. Up until now I have been a fairly passive occupant of the planet. I have written this e-book in an attempt to do my part to try and help the planet. I believe that there are many other people like me who also want to help the planet. I have developed some concepts and ideas if implemented could possibly make some difference for the environment.

There are four ways that a sizeable difference can be made;

- One is by coming up with new ideas and concepts that will help the environment that can be investigated and if plausible, implemented.
- Secondly, to raise money to fund existing ideas, concepts and projects, already developed but not able to move forward due to a lack of funding.
- Thirdly to fund new ideas and concepts that can make a considerable difference to the environment.
- Fourthly to move the environmental campaign forward at the pace that it needs to be moving at to start to reverse the damage that has already occurred. This requires a speaker that will attract the attention and credibility that these issues demand. I have thought long and hard about out of all the possible choices, who would be the best spokesperson and I have come to the conclusion that Oprah Winfrey is the best person to do this important job.

This e-book can make a difference, heres how: -

This e-book has two parts, the first part is focused on providing evidence that the environment is under unprecedented stress and now is the time to take action. This for some of you may be educational and for some it may reinforce what you may have already suspected or known. The second part provides a number of possible solutions as to how we can all join in to use the power of numbers to make a difference.

PART ONE:

The Environment:

The most recent and up to date documentary about the state of environment that I have seen, is the Swedish documentary “*The Planet*” (2006) by Michael Stenberg, Johan Sodenberg and Linus Torell. This is an inspirational and informative film about environmental issues that included interviews with 29 environmental scientists and experts. This documentary was partly the source of inspiration for me to write this e-book. I hope that by reading this e-book that you be motivated to take action to make a positive change in the world for the sake of the environment.

To give you a snapshot of the state of the environment I draw my information directly from the documentary “*The Planet*”. I have the movies’ Director Johan Sodenberg’s kind permission to include quotations from “*The Planet*” in this e-book. These quotes will give you an insight into the state of the environment and why we must now make the environment the number one issue around the world. Please keep in mind that these are quotes from renowned leading environmental experts from around the world.

“Today at least 15% of all plants and animals are threatened with extinction”. “Species threatened with extinction; 12% of birds, 20% of reptiles, 23% of mammals, 31% of amphibians, 40% of fish”.

“Over the last century the total mass of vertebrates has halved, meanwhile the total mass of humans has quadrupled”.

“A single European consumes 50 tonnes of our planets resources each year”.

As Jill Jagger said it’s *“Global change more than climate change, so the problem is bigger than just climate change”.*

Lester R Brown: *“Shrinking forests, expanding deserts, falling water tables, eroding soils, disappearing species, rising temperatures, ice melting, rising sea levels, more destructive storms, it’s a long list of environmental stress”.*

Professor Will Steffan, Australian National University: *“The signs are very clear that the environment is not very healthy in many ways and the signs are very clear that it’s also due to our activities. It’s a pretty depressing message, but there are now a lot of people who are thinking about how they can improve the health of the planet, how we can improve our own*

health and wellbeing at the same time. So I think that the point now is not that this is a depressing message but this is a wake-up call.”

Also on “*The Planet*” the former English Prime Minister Tony Blair is quoted as saying that “*Global warming is too serious for the world any longer to ignore its danger.*”

Professor Gretchen Daily – Stanford University; “*If we continue on our present course the outlook is very bleak both for humanity and the natural environment, on the other hand we have a huge window of opportunity to apply much more understanding that we didn’t have just a few decades ago of how fragile the earth’s system is and how human impact affects it and of how we can improve our practices, the way we interact with the natural world to sustain and fulfil our lives.*”

Dr Sara Lavorel – Joseph Fourier University; “*What people like to say that it’s our children’s problem but that’s a bad message to convey that it’s too late because what you do now happens in 50 years time with the climate. So it’s not too late to do something, it’s late in the start time, we will see changes in the next decade but now is the time to act is what the models are showing us very clearly.*”

Professor George Monbiot – Oxford Brooks University; “*The cost of doing something significant is far higher for any one politician than of not doing something because by the time he is out of office he doesn’t care, he is doing his memoirs so it doesn’t matter but when he is in office and he says you can’t drive your cars so much or fly your aeroplanes so much, well he will cause major problems for himself. So there is never an incentive for politicians to do anything about it. The only possible incentive is if the population start to get really angry, put enormous pressure on him and make it the number one political issue in that particular country”.*

Professor George Monbiot – Oxford Brooks University; “*When you see a wildlife program on television it’s generally a program which contains no people and no evidence of the human presence whatsoever and often they will create the impression that there are huge parts of the planet where people don’t engage and where people don’t live. They invent an artificial wilderness. Then what happens is the tourists go to these places and they see people and they say that this is outrageous, we saw it on the television and there was no one here, there was just cheetahs running around and zebras and cougars and wilder beast and this is outrageous. So the conservation authorities say alright then we will get rid of the people and create the artificial wilderness that was invented on television and this is a process that I have seen taking place all over the world and it’s had the consequence of creating a completely misleading impression of how the world is and of how ecosystems function in relation to human beings because there are very few ecosystems anywhere on earth which have not been profoundly affected by human beings”.*

Professor Norman Myers, Oxford University; “*We are the only species in the whole history of the earth that has the power to drive one species extinct and we may very well end up driving nearly 500,000 species extinct”.*

Professor Stuart Pimm, Duke University; *“Species have always gone extinct, we no longer have the dinosaurs, the rate of which species are going extinct now is 1,000 times greater than it would have been under natural circumstances”*.

Professor Herman Daily, University of Maryland; *“Economic growth is the guiding principle around which society coheres. What is it exactly that is growing? We always say economic growth. Un-economic growth is a real concept, growth can be un-economic, and it can cost more than it’s worth. That’s the new era we are moving into and we have to come to recognise that. ...as the economy expands it takes in more matter it takes it in from the biosphere, and as we consume more we throw out more waste. Where do we throw it? Back to the biosphere, so that’s depletion and that’s pollution”*.

Al Gore Jnr is another respected world expert on the environment. In 2007 he was jointly awarded the Nobel Peace Prize in acknowledgement of the work done by Mr Gore and the other winner that he shared the Nobel Peace Prize with the Intergovernmental Panel on Climate Change (IPCC). Below is a quotation taken directly from the Nobel Peace Prize web site at: www.NobelPrize.org

“For their efforts to build up and disseminate greater knowledge about man-made climate change, and to lay the foundations for the measures that are needed to counteract such change”

“The Norwegian Nobel Committee’s announcement on the 12th of October of this year’s (2007) Peace Prize award opened with the following words: “The Norwegian Nobel Committee has decided that the Nobel Peace Prize for 2007 is to be shared, in two equal parts, between the Intergovernmental Panel on Climate Change (IPCC) and Albert Arnold (Al) Gore Jr. for their efforts to build up and disseminate greater knowledge about man-made climate change, and to lay the foundations for the measures that are needed to counteract such change.”

I congratulate the IPCC and Al Gore on this year’s Peace Prize!”

“The Oxford Dictionary of Contemporary World History describes the Nobel Peace Prize as “the world’s most prestigious prize”. The Norwegian Nobel Committee feels a heavy sense of responsibility in selecting a winner for such an honorable prize. The steady increase in the number of nominees also makes the decision harder. Besides, some controversy attaches to this year’s Laureates. Nevertheless, this year’s award decision was not especially difficult. For it is rare for the world to be so concerned with a particular phenomenon or for that phenomenon to have such a decisive impact on our existence on earth. This year a great deal is hinging on global warming. Processes that have been going on for a long time are accelerating. The ice is melting more rapidly in the Arctic, the desert is spreading more quickly in Africa, and the glaciers are shrinking in the Himalayas.”

“In country after country, climate-related issues are moving up the political agenda. The two who, in the opinion of the Nobel Committee, should be given the greatest credit for this development are this year's Laureates, the IPCC and Al Gore.”

“We congratulate the IPCC and Al Gore on receiving this year's Peace Prize. We thank you for what you have done for mother earth, and wish you further success in a task that is so vital to us all. Action is needed now. Climate changes are already moving beyond human control.”

PART TWO:

Suggested Solutions:

This is the part where I suggest some solutions for you to consider. I also invite you to come up with some of your own ideas and to take action by putting your thoughts and ideas onto my blog. The purpose of using the blog is so that with a lot of people joining us worldwide that we can draw attention to our concerns and then to have someone in the public arena to take on our cause and to move it onto the next level. I have nominated the person I believe to be the best person to take us to the next level and to be our international spokesperson for the environment. That person is Oprah Winfrey. I know that this shouldn't come as any surprise as you have probably already derived my choice from the title of this e-book. Even if you don't have any ideas or suggestions to add to the blog, I invite you to still join us online. The benefit of a blog over a static web page is that it is interactive; you can add your thoughts or just read what others have posted and read the different perspectives offered about this whole concept.



Oprah

Oprah Winfrey is undoubtedly the most widely known celebrity of modern times and is no doubt one of the world's most influential people of modern society. Oprah has an estimated TV audience of 23 million viewers per week in the USA alone, and is broadcast in 107 countries through out the world. Oprah is one of the most highly respected philanthropists of the western world. Oprah has the people power, influence and connections that I believe can make a huge difference in the environmental arena.

Photo by Alan Light

It is a well known fact that if Oprah reviews a book for her “Book Club” that is virtually guaranteed to become an overnight best seller by the sheer purchasing power of her TV viewing audience. When Oprah adopts a cause that she is sympathetic for or passionate about, the attention she draws to the situation quickly brings it to the attention of millions of people and it quickly gains significance and momentum. There are two ways that the concept of raising awareness of these issues can spread. The first way is by reading this e-book sending it onto your

friends and family (you will not be in breach of Copyright as you have my permission to do this) and sharing your concerns for the environment and thinking of your own ideas and concepts to help the environment to add to my blog and to also read the postings made by other concerned people from all over the world.

On my blog please leave your details (I won't use them for marketing, you can trust me I'm a nurse) and please don't blog anonymously so that the number of people that have concerns can be identified and validated. If enough people join the blog, and document their own thoughts, ideas, concerns and what they have been doing to help, and request that Oprah herself becomes aware environmental concerns of the everyday people of the world and gives them attention on her TV show. Imagine what a difference a regular segment on Oprah's TV show would make where Oprah invites on environmental experts of the world to discuss the environmental issues and action we can take to reach solutions. Remember that these segments would be broadcast to 107 countries and to an estimated weekly audience of 23 million viewers. That would be a tremendous and powerful platform for these issues and solutions to be aired.

What the world needs now is an international ambassador for the environment, someone that is trusted and respected and will persist and see the project through. If enough people register on my blog, I am confident Oprah will answer the call of the people and undertake this important role as our environmental spokesperson. What is required is large numbers of people to ask Oprah to be our spokesperson, without a large call there is little likelihood that Oprah will answer. We must get the numbers, please ask, email, phone, or write to as many people you can to ask them to join us in asking Oprah to help.

Remember you can email this e-book to everyone in your address book with my blessing. I have seen other environmental campaigns that have attempted unsuccessfully to get Oprah on board with their projects by trying to contact Oprah via her email inbox. Oprah receives approximately 30,000 emails each week. These campaigns probably failed because Oprah receives such a massive tide of emails each week so if we tried this approach our emails could also be lost amongst these. I feel that if enough people add their name to the blog to personally ask Oprah to help and post videos on the web and take whatever action they can to get Oprah's attention to come on board and help us.

Taking action is easy:

We can all help make Oprah aware of how we are all concerned to the point of taking action by posting your thoughts and concerns on my blog. You can visit my blog at: www.NurseThePlanet.com/blog and please take a few short minutes to register your details (as I said above, I won't use them to market to you). Your details will be used to show Oprah that there are a whole lot of people that want her to help. What will this achieve you might ask? At the moment my ideas are just words in an e-book but like all great books, great movies, great inventions, etc they were all just an idea before they became a reality. It's never been so damn easy to take positive action by simply making a few clicks on your mouse to go to my blog and registering your name as one of the people who is taking positive action now. Once we have a sizable number of individuals adding their thoughts, concerns and ideas from all over the world

who are also requesting Oprah to be our spokesperson then I will establish contact with Oprah and in the hope that she will answer our call. You just never know what can happen until you just ask.

I am not an environmental activist but rather a nurse who has become increasingly concerned about the environment and the stress it has been placed under by modern civilization. You would have to admit that it is getting harder and harder to ignore the increasing body of evidence that supports the popular belief that we are consuming the resources of the world faster than they can be replenished and such mankind is having a very detrimental affect on the environment.

There are already plenty of articles, books, movies, etc that accurately document and represent the many ways that the environment is suffering and the extinction or near extinction of many animals, plants, rainforests, etc. So I believed there was no need to go into a lot of detail here in this e-book as there are many better qualified people to do that. I am working here on the premise here that you know that action must be taken now and you agree with me that the predictions for the environment overall are not promising and it's not looking particularly good for our future generations.

Green Concepts and Ideas

I would now like to put forward some concepts and ideas for your consideration that if acted upon could move us towards solving or reducing some of the problems that the environment is currently facing. These ideas and concepts may not be unique and may have already been implemented. I am saying that as far as I can tell the ideas and concepts are those that have been milling around inside my head. If someone else that I am not aware of has already coincidentally implemented these ideas then you will have to trust that I am not trying to steal anyone else's ideas.

I am not making any claims here that I have all the answers or that my ideas are any better than anyone else's, but we must be bold enough to put forward whatever ideas we have without fear of criticism. We owe it to ourselves, to our children and to those that will come after us, to at least try and do something here and now. Our ideas, both mine and yours that are posted on the blog can all be voted on by the other blog visitors as to which ideas we feel are most likely to make a difference if implemented and which ones should be researched further and which ones are not worth pursuing at this stage. Following the review and sorting through the many ideas that I expect to see posted on the blog, the list can then be sorted out to establish the most effective ideas to implement first.

Once the blog registration list has reached say 5,000 individuals then notification via an email could be sent onto Oprah to ask her to become our spokesperson and to engage her services for new positive action to occur. What action to take on our list of concerns and suggestions could possibly be worked on by the research team that Oprah has on her staff. This would assist in forming a priority list to move forward with and a direction to head toward.

There are numerous choices we have to make as individuals every day but how often do we factor the environment into these decisions? This e-book is also designed to stimulate some creative thinking amongst its readers so they too can come up with their own ideas and concepts to help the environment. This could either be through stopping or slowing down the rate at which the damage is being done and/or to speed up the planets rate of recovery.

Why the focus on Oprah?

I am one person living in a country of 21 million people, who like many of you currently has a 9 to 5 job and goes about their day to day business without making a fuss. With the linking of people of the world through such mediums as newspapers, TV, movies and the internet the dissemination of up to date information is now very fast. The awareness of everyday people throughout the world of the problems the environment faces, I believe is constantly increasing. It is through a regular segment on the environment on a popular TV show like the Oprah Winfrey Show could result in many millions of people having their awareness raised of what our campaign is about, the issues the environment is facing today and the possible solutions to these problems.

I, as an individual can do little to bring my concerns or concepts to the table of those that are in a position to act upon them. If however enough of us really think about what we can do to help, then with the momentum of numbers, we can request that Oprah could be our spokesperson to give us a better chance of achieving our goals for improving the environment. This would mean that by the simple act of registering on my blog could be the start of every day people taking action to achieve something positive for the good of the planet.

As to how a person like Oprah might be able to use her influence in society to the benefit of all mankind is also something that I cover in this e-book. I tend to take a “what if” approach with my ideas, to start you thinking in a constructive and a solution orientated way. I believe that really anything is possible so lets not limit our beliefs to all that is going wrong in the world for the environment (the past) and start to come up with some workable solutions for how it can be again (the future). Well what can I do as just one person you may well ask? Well, I believe that with some new strategies in place that there is plenty we can do together.

I have outlined below my concepts and ideas that could go some way towards reducing the current problems, finding solutions on a global level or to raise money to fund my ideas or existing ideas and projects. I feel that if enough people start to think about possible solutions as I have done here that more ideas, concepts and solutions will arise out of this thinking. There are two ways of approaching the problem; stop or reduce what is known to be causing the problems and find alternatives that don't cause problems for the environment and raise money to develop these strategies into workable solutions.

Why Green?

You will notice as you read through this e-book the extensive use of the word “Green”. I have done this for two reasons. Firstly there is a strong psychological connection between the colour

green and the environment. Most people when they hear about a “Green” advertising campaign will automatically assume that the message will have something to do with the environment. I also rely on that well established positive connection here, for I have also used the word “green” in the headings for all of my concepts and ideas that are designed to provide some benefit to the environment.

Secondly, while reading this document I want you to have a double association with the word “green”. Not only do I want you to think about the word green being associated with the environment but I also want you to think about green “Martians”. This sounds a bit weird and childish I know but I do have a valid reason for this.

Well what can be done to motivate us to take action now, right now? That is where the green Martians concept comes in. Imagine that a fleet of Martian space ships had landed five years ago and they have since arriving been consuming the world’s natural resources at a colossal rate and as a result the world was suffering from the massive amounts of pollution that the Martians are generating as a by-product of consuming our natural resources. When the Martians are asked to please slow down their consumption of our resources to reduce the pollution to a more manageable level for the sake of the planet, they say that the wellbeing of our planet is not their concern, it is for someone else to fix and why would they slow their consumption as there is no benefit for them to slow their consumption and they will be leaving our spent planet soon.

What would your feelings towards these Martians be? Wouldn’t you be outraged that they have come to plunder the resources of our planet and pollute it into extinction and then go merrily on their way? Wouldn’t you want to take action to stop them; otherwise you won’t have a viable planet to live on by the time they have gone? Well hold onto that feeling and think for a moment and realise that that is exactly what we humans have ourselves been doing for many years now, and it’s been no big secret what has been going on yet many of us still don’t want to even acknowledge that there is a problem or to take any positive action. So simply change your thought pattern about the environment to include thoughts about the Martian scenario and think about what actions you would take in this situation to save your planet. Then just take some action. What you can do may only seem small but it all helps and the more of us that join in and all do something small the better the results and the more momentum we will gain. I am not trying to start an uprising but rather I am trying to get many more of us to start taking positive action NOW before it really is too late.

For most of us up until recent years, the wellbeing of the environment has been of little or no concern to us, or it’s for someone else to do something about. Well here is another “what if” thought, what if on your death bed one of your regrets is that you wish that you had taken more action, to have done more for the environment. You realise on your death bed that time has run out for you to do any thing about it, so the generations that follow you may have inherited a lesser planet than the one you were born into.

World Leaders to take Green action

The Olympic Games are occurring this year (2008) in China. This is a great example of the countries of the world uniting in the sporting arena, to compete for a common goal. What if the

same competitive drive could be channelled into the race to come up with new and innovative ideas to help the environment? October last year saw Al Gore and the Intergovernmental Panel on Climate Change (IPCC) were both awarded a ½ share each of the 2007 Nobel Peace Prize. This was for their combined efforts to *“build up and disseminate greater knowledge about man-made climate change, and to lay the foundations for the measures that are needed to counteract such change”*. This was certainly a step in the right direction for the issue of climate change to get the attention and recognition that it deserves.

What if there was another international award with the equivalent stature of the Nobel Peace Prize or of an Olympic medal, designed specifically to acknowledge the work being done to help the environment? This would need to be a prestigious and sought after award that would inspire countries in a competitive spirit to gather their best minds to create innovative solutions that compete in the race to achieve the world’s best results for the environment. The awards could be judged by a panel of environmental experts with a representative from each competing country. There could be a variety of awards for different categories, these categories could be for a variety of good work being done for the environment, for example a category for alternative energy sources or for dramatically improving the efficiency of the energy resources that are already in use, for reducing green house gas emissions, preserving the environment and saving endangered species, etc.

Green Points

A similar system to the loyalty rewards system in Australia called “Flybuys”. This Green Points scheme is a new loyalty rewards system that is free to join, where the shopper produces their plastic membership card at the checkout where the cash register then adds on a small percentage loading onto the total to be paid. The levy is voluntarily set by the card owner and might be as small as 0.25 - 0.5% or as high as 1%. This additional levy then gets transferred over automatically into a central “green fund”. These funds are used in the “central green fund” (see below). The shopper then in return gets credited with “Green Points” into their green points account. The more money that an individual deposits the more points they receive in return. With these points the shopper can then go online to purchase raffle tickets to win prizes that have been donated by environmentally friendly companies. Alternatively the Green Points member may be able to use their points to purchase environmentally friendly products from producers that are also members of the scheme at a discounted rate.

Green Stamp

This is an internet based system that is offered by internet merchants (eg. banks, credit card companies, PayPal, etc) and is an alternative and separate icon that appears at the checkout when paying for something online. This would have a pre determined levy of say 0.25% that is added onto the cost of an item to raise funds for the “central green fund”. The shopper can also enter their “Green Points” account number when making a purchase online to receive points in exchange for their contribution.

This is also a voluntary contribution system where the consumer has a choice if they wish to contribute or not each time that they make an on-line purchase from a participating seller. They simply elect to click on the optional “Green Stamp” icon at the checkout. The internet online shopper population is expected to reach 2 billion by 2010. This simple and inexpensive to implement idea over a period of twelve months could conceivably raise millions of dollars for the Central Green Fund.

Central Green Fund

Each country that joins the campaign has its own central green fund that is administered by employed staff of the “Central Green Fund”. The Central Green Fund would be a charity or not for profit organisation. It would be designed to fund a variety of environmental causes. These environmental causes could include: - grants into research for alternative energy sources, start up funding for proven alternative energy saving technology, additional funding for projects that are viable but currently under funded, or to other organisations or charities that are also environmentally friendly or any project that meets the criteria of the Central Green Funds funding policy. These funds could be used to make a “green” or environmentally friendly option more affordable or more competitive in an open market where they compete against environmentally unfriendly options.

It is difficult to estimate just how much money might be raised from the various sources that feed into the Central Green Fund but what if it was enough to make a difference, to start things happening for the better that benefited the masses, which may not otherwise have occurred. That would be a great thing to have occurred as a result of a “what if” e-book and from an individual taking the simple step of registering their concerns and call for help on a blog.

Green Rounding

This is a subtle way of having small donations collected but from a large number of people. Rounding off already occurs in Australia since the one and two cent pieces were removed from the national currency. There are a few ways that this process could be modified for the voluntary contribution to the Central Green Fund.

A similar process to that which occurs in the retail sector could be implemented where banks and financial institutions have the customers’ permission at a specified interval to round down the customers bank balance down to a zero for the balance in the cents column. For example if the bank account balance was \$1234.70 on the specified day of the month then the bank deducts \$0.70 cents and forwards it into the banks Central Green Fund account that receives these funds from the participating banks and financial institutions. If the balance was a zero on the nominated monthly deduction day then no deduction would occur. I know that most of us could easily afford to make this level of contribution on a monthly or even a fortnightly basis. A yearly total of these donations would appear on the customers’ bank statement. This donation may possibly be tax deductible in some countries.

The process that already occurs in the retail sector in Australia is where your total of purchases is under the 5 cent mark your total is rounded down and if it's above the 5 cent mark it is rounded up. A voluntary rounding up could occur in large store chains where the customer is invited by the cash register operator to participate each time they make a purchase. For example you agreed to participate and your total was \$10.01 then it would be rounded up to \$10.10 and 0.09 cents would go to the Central Green Fund from that purchase.

The store chain could also participate in the program by donating its proportion of the rounding up as well. For example if the purchase was \$10.04 then it would become \$10.05 for the customer, the 0.05 is donated to the fund and 0.05 cents would be donated by the store. If the total was \$10.00 then no rounding up would occur. A special bar code could be scanned to activate this feature that is programmed into the cash register. These small amounts are tallied each day by the store chain and then at regular intervals forwarded onto the Central Green Fund.

Green Town/City

Towns can compete like they currently do in a similar scheme in Australia called "Tidy Towns" where towns compete to see which ones the judges believe to be the tidiest. Like that competition the Green Town could be judged on a predetermined set of environmental criteria to see which towns are the best at meeting those criteria. An example might be the number of shops in the town that decide to no longer use plastic shopping bags, especially coastal towns and towns on waterways that feed into the ocean. I believe that the impact of the plastic shopping bags on the ocean has been under estimated. Another example could be for towns that produce their own sources of energy to substitute the power the town is consuming from the power grid. This could be achieved by the town establishing either wind, solar or methane power. This concept could possibly be the basis of a TV series to spread the message of what can be done if enough people collectively try to improve things for the environment. This competition could be over seen by a Green Town judging panel or committee and towns could apply to the Green Fund to fund their ideas to reduce the load their community places on the environment.

The Green City can provide an incentive program to have entire cities reduce their negative impact on the environment. Examples might include: turning off the lights at night of the cities high rise office blocks. If not wanting to turn off all floors then maybe every second floor of the office block could be switched off. Other examples might include: water recycling, garbage management/recycling and methane gas utilization, alternative energy source programs, etc

Green State

The State that has the highest percentage of towns per capita that are successfully competing in "Green Town" could be awarded the "Green State Award." This would also be a prestigious award that would bring the winning state a very favourable reputation for being the Green State that has been the most proactive in assisting the environment in their state.

Green State Government Award

State Governments also compete to see which one has developed and adopted the best policies for the environment. An example of this might be the introduction of hybrid fuel vehicles in their state fleets. The use of alternative energy sources at state schools eg. Solar power and wind power to put power back into the power grid. The endorsement that this award brings to the successful state would be very sought after and may make their state more appealing for people to live in. The individual State Governments could also apply for a small percentage of the costs to undertake these new schemes from the Central Green Fund.

Green Think Tank

A regular gathering of the best minds in the country that come together in one location to think of new ideas and concepts to help the environment and to keep working on those already in development. This gathering of the minds would be funded by the Central Green Fund so that the attendees themselves are not out of pocket.

Any number of great ideas could stem from these meetings and the potential benefits coming out of them could be huge. These meeting would be structured and have a chairperson and a secretary and the "green think tank" could make recommendations for funding to be granted from the Central Green Fund to do viability research to see if the ideas hold up when tested.

Green Movies and Documentaries

TV documentaries and Movies are an amazing method of getting a message to a huge number of people of what the state of play is presently for the environment, what can be done to slow down the damage being done and what solutions can be adopted to improve things from here on.

There are no doubt many credible writers that are currently working on concepts relating to the environment for which they have not yet secured funding to bring their concepts/project into reality. These writers could apply to the Central Green Fund for funding for their ideas. The Central Green Fund can then review these applications and decide which ones are likely to make the biggest positive difference to the world if produced.

To reciprocate the partial or full funding of the project the successful applicant/s could make a written pledge to pay back the Central Green Fund dollar for dollar or a percentage of the net profit stemming from their project. This would be a voluntary undertaking and the applicant/s would be under no obligation to do this. This additional funding source allows the replenishment of the Central Green Fund funds so that other worthwhile projects may also receive funding.

Green Fast Food Franchises

Establishing a national annual award that is awarded to the best fast food franchise that has put in place the best policies and procedures to reduce the impact they are making on the environment. While I realise that some of the larger franchise chains are amongst the worst offenders it is important to provide an incentive for them to improve. As there are so many of the main outlets

through-out the world any changes that are adopted by the whole organisation will have a big impact just by the sheer numbers of outlets involved.

This scheme is designed to encourage the industry leaders to keep striving to be the best and for those that are not doing a lot at present to start taking action to improve from now on. The competing fast-food franchises could be judged by a panel appointed by the Central Green Fund.

Fast food outlets have a great opportunity to educate kids about the environment. A large fast-food franchise could implement in-house broadcasts on its own channel that included in its content a segment on ways that kids can be a source of information for their families about the ways they can care for the environment. The broadcasts could also represent opportunities to educate the general public about what the state of play is with the environment and about the campaigns that the fast-food franchise are undertaking to help the environment.

Green Web Blog – a billboard of what’s happening

A blog that is a place for readers of this e-book and their friends and relatives to post their view point on the environment. To post their own ideas and to post their details as a nominee for Oprah Winfrey to become the international spokesperson for the environment. Please visit my blog at: www.NurseThePlanet.com/blog

Green Industry

An incentive scheme to motivate major industry that is currently placing a heavy burden on the environment to take serious action to reduce the burden. These industries can apply for seed funding from the Central Green Fund to undertake research into the viability for them to adopt these policies on a full time basis and to then to fund themselves. Often industry won’t adopt any environmentally sound policies or strategies as they assume that it is cheaper not to factor in the environment into their production equation.

This scheme will possibly provide the motivation for industry to move towards being more environmentally friendly by trying new concepts and ideas that they otherwise may not have otherwise attempted.

Green Food Outlet Chains

Major food chain outlets can join in by expanding on their current policies such as plastic bag recycling bins or no bag policy by adding the following suggestions.

Major food outlet chains could undertake a policy of accessing customer feedback on ideas relating to ways that they can operate in a more environmentally sound way.

The Green Food Outlet Chains could also implement a system for identifying products that they sell that are environmentally friendly. There could possibly be a rating scale to indicate the degree to which they are environmentally friendly.

Green Waiting Time

We all know that on most overseas flights that there is little to do but to read, chat to fellow passengers or watch the TV monitor provided. What if enroot the passengers were encouraged to do two simple things by following instructions contained on a card inserted into their in-flight magazine. On one side of the card were suggestions as to various ways that the reader can assist the environment in their day to day life. The reader was asked to take on the “Green Challenge” by ticking as many of those they feel they can implement and then to commit to themselves by signing it and taking it home. When they are back at home they can put the card on display in a place they will see each day (eg. on the refrigerator) to be reminded of their commitment to do something small yet positive for the environment.

The other side of the card has lines left blank so the reader themselves can briefly outline their own ideas and concepts that they can log onto the blog and add to the list. The text would encourage the reader to use creative thinking and would recommend that they commit their attention to this undertaking to join the increasing numbers who are also starting to think this way. The power of numbers that the internet provides us access to the benefits could be tremendous for the environment.

The same Green Waiting Time card could also be displayed anywhere that people are forced to wait for any extended length of time. This may include the waiting rooms of Veterinarians, Hospitals, and Doctors Surgeries. The card could be posted out to citizens as a part of the “Green State Government” campaign.

What can Oprah do to help?

Well really what can't Oprah do?! If Oprah decided that these ideas are worth investigating and the overall concept has merit, then this would be a very exciting outcome indeed. With Oprah's backing then these concepts and ideas could be researched further by Oprah's research team and if found to be viable they could be promoted by Oprah on her TV show and website and then implemented and the results monitored during subsequent segments on the show. I would be happy for Oprah to embrace this project, and to put her name on it. I am not looking for any revenue what so ever to come back to me from the implementation of any of my Green concepts.

I am not looking to “cash in” on Oprah's success, but rather Oprah is the best possible person I could think of to be the vehicle to give my Green ideas any chance of being adopted or added to by the wider community. I simply want to leave the world a better place (for my two young kids) and to date this is the best method I have thought of to be able to do that on a significant level.

Green Song

Like “Live Aid” the musicians get together at Oprah's request and record a single to raise money for the Central Green Fund for the environment. The song would also provide an excellent opportunity to educate the broader population (especially the younger audience that listen to

popular music) about the problems and how we can all join in to make a significant difference to help the environment.

Green Love

The power of love will be a big help to get more people on side to come to the rescue. Some environmental campaigns are now confronting the problems head on. This is one way to tackle the problem but I believe there are alternate ways of raising awareness. If people are deeply moved emotionally they are more likely to be emotionally charged to take action. I feel that people need to fall in love with the world all over again. Strong images can be emotive and can bring people to a point where they not only want to take action but they do follow through and actually take action.

If you have ever fallen in love then you know that you will do anything for your partner especially in the so called “honeymoon” phase of your relationship. It is also important to show images of the achievements of this campaign so that people receive the feedback that their efforts are achieving results.

What is needed is an advertising campaign that works to evoke feelings of love for the beauty of the planet. One simple adaptation of this idea you can try at home is to have a beautiful picture of nature on your computers as your screen saver and to focus on it each and every day and to know that this is what you are working on to save for future generations.

Green Celebrities

Celebrities have a unique opportunity to add their support to this campaign, to expedite the rate that the message is reaching the broader community. I am not looking to celebrities as a source of funding but rather as a means of communicating the message. The concepts here work on the funding coming from very small contributions from a very large number of citizens rather than large donations coming from only a few. The more celebrities that join our campaign the better, as this will speed up the process of educating the public as to how they can also join in and help. Once Oprah is our spokesperson there will no doubt be many celebrities that are interested, and wanting to learn more and to provide their support.

It is vital that the broader community has ownership of this campaign and the job of saving the environment. Al Gore has already achieved a great deal by raising our awareness of issues related to the environment but I believe it is now time for the broader community to take immediate action to enact change on a big enough scale that it achieves real results. I believe that Oprah already has a connection to everyday people Monday through to Friday via her TV show. It may take Al Gore many years to reach this same level of acceptance and connection to everyday people.

What can you do? Think and act Green

While writing this to get myself to think of ideas and possible solutions I constantly used to get myself to consciously think of all aspects of my daily life from the Green perspective. For example if I was seeing a story on the TV about the environment I would try and think about what I as an individual could do to help out with that situation. A recent example was a story on TV about how the oceans of the world are clogging up with man-kinds rubbish and in particular the plastic shopping bags. I now keep the green reusable shopping bags in my car or I say “no thanks” when plastic bags are offered at the check-out following the purchase of only a few items that I can carry myself.

What can I do now to add momentum to reaching real solutions?

Want to have a voice and share your thoughts and ideas globally? Log onto my blog and have your say and read what others are thinking about the environment and what they are thinking about as a result of reading this e-book. Remember that Oprah receives an estimated 30,000 emails every week, so there is little point in us adding to this flood of emails in an attempt to get Oprah’s attention. Instead it is best if we are a united front and have the power of numbers in order to be heard. I believe that Oprah will be our best spokesperson and will quickly and easily engage the world in a conversation about how we can all do our part to help out.

My ideas are at this stage just that, my ideas, nothing more. Even if they are not adopted but they do result in people thinking more often and more deeply about the environment and what they can do to help, then my campaign with this e-book has to my mind been a success. I trust that you have gained something from reading it and will adopt my thinking strategy about the environment and ask “what if” I could do something to make it a better place.

If you are in any doubt that one person’s ideas can make a difference in the world, just remember that the town or city that you currently live in was once just one person’s idea! They decided that it looked like a good place to live and soon others were also thinking the same thing. Now let’s not waste any more time and all get going to make a difference in the world, to the world for all our sakes, but especially for the sake of our kids. Please go straight to my blog link (at: www.NurseThePlanet.com/blog) and add your personal endorsement in nominating Oprah Winfrey as our international environmental spokesperson and add your own ideas and suggestions to help save the planet.

Thanks for reading through to the end. Please don’t delay in taking some simple positive action. Visit my blog NOW at: www.NurseThePlanet.com/blog I know you can do it!

Richard Williams

Links to others who are also trying to do their bit to help the planet:

Some links that I believe are worth considering, these links do have something to sell you but are all designed to benefit the planet:-

"**Keeping My Earth Green**" is a "green-living" guide to saving beautiful Mother Earth. This site has a series of e-books to help you in the following ways: -

- Have more fun in your life - *naturally!*
- See how you can substantially decrease your carbon footprint, **save money**, improve your health & safety, and better your family relationships.
- Learn simple "energy behaviors" that your whole family can do to restore our balance with nature and reverse the effects of global warming and the climate crisis.
- Little steps you take TODAY, multiplied by MILLIONS from others can have a profound effect towards a new global balance.

An award-winning master educator, Diane's quick-paced and inspiring style makes her beautiful e-books filled with breathtaking images of nature an engaging and educational read for both adults and children. You'll learn more in a few pages than most lengthy novels while enjoying her creative, interactive approach that involves the whole family. Each of the e-books in the series can be read easily over lunch and make interesting conversation on the next coffee break - while adding more *fun and joy in your life!* Please visit: [Keeping My Earth Green](#)

Living Off the Electricity Grid

Learn from this innovative family 15 years of experience living off the electricity grid. This couple wrote this book for those of you who want to learn about renewable energy and how to put it to work in your life.

This is the ultimate start from scratch, learn what you need to know guide for learning about renewable energy. It could save you money and help you to greatly reduce your green house gas emissions from your consumption of coal generated electricity and also reduce your carbon footprint.

Is your Electricity bill increasing each quarter? Have you compared how much you were paying for your electricity this time last year? Do you want to learn what you can do about it? Are you interested in "off the grid" living, renewable energy, solar panels, how to build your own homemade wind generator, or even how to build your own house?

Please visit: [Living Off The Grid](#)

Water as Fuel

At the time of launching my website there was world wide concern with the rising cost per barrel of crude oil which directly relates to the rising cost you pay at the petrol bowsers. To assist with this I have included a link to a web site that I believe is worth you checking out: [Water As Fuel](#)

Below are some benefits that you should consider.

- **Proven to slash fuel costs** - Neil at Waterfuelx has been using this technology for over 15 years, and has helped over 1,000 customers reduce their fuel bills - sometimes by as much as half
- **Increase Miles Per Gallon (MPG) economy** - Waterfuelx have seen MPG increases of as much as 75% from previous customers
- **Full Support** - Because Waterfuelx actually convert cars to water for a living, their customers get full telephone and e-mail support if needed - given the technology involved this is a huge benefit!
- **Cheapest and easiest guide** - Waterfuelx guide is cheaper than most of their competitors and their parts can be sourced for under \$100 (US). Secondly, the Waterfuelx guide is fully up to date for May 2008 - and finally, everything is explained in simple-step-by-step instructions. It's the only guide pitched squarely at the person who doesn't know anything about cars... but wants to enjoy massive fuel savings.

Spirit Living E-Magazine

Spirit Living is a highly useful and enjoyable monthly e-magazine designed to help you and your loved ones build a deeper connection to Spirit, the Earth and each other. Each issue is jam-packed with:

- New ways to connect with nature
- Perspectives on spirituality, metaphysics, and community
- Sustainable, organic living
- Learning's from our ancient ancestors
- Fun ideas for you and your children
- Great cooking and crafting ideas

Executive Editors Evelyn Rysdyk and Allie Knowlton offer a unique perspective on eco-spirituality, which is the essence of Spirit Living. Both co-own Spirit Pages and are included among the most influential teachers and writers of shamanism in the world today. Visit Spirit Living at: [Spirit Living](#)

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