

EARTH DAY 2011

For over 40 years, Earth Day—April 22—has inspired and mobilized individuals and organizations worldwide to demonstrate their commitment to environmental protection and sustainability.

Earth Day is a day that is intended to inspire awareness and appreciation for the Earth's natural environment. Earth Day was founded by United States Senator Gaylord Nelson as an environmental teach-in first held on April 22, 1970. While this first Earth Day was focused on the United States, an organization launched by Denis Hayes, who was the original national coordinator in 1970, took it international in 1990 and organized events in 141 nations. Earth Day is now coordinated globally by the Earth Day Network, and is celebrated in more than 175 countries every year. Numerous communities celebrate Earth Week, an entire week of activities focused on environmental issues. In 2009, the United Nations designated April 22 International Mother Earth Day.

Sources: Wikipedia, Earthday.org



The American Resource Center gives away Earth Day 2011 (picture above) posters with a “First-come first-served” policy. Come and get one from ARC at the National Library!

U.S. Embassy Helsinki Chairs League of Green Embassies

On November 10, the U.S. Embassy in Helsinki was delighted to take over the helm of the League of Green Embassies. In a handover ceremony in Helsinki, Ambassador Oreck received the symbolic “Blue Energy” lightbulb from U.S. Ambassador to Sweden Matthew Barzun. Embassy Helsinki will now take the lead in formulating the green agenda of this global community of over 60 diplomatic missions.



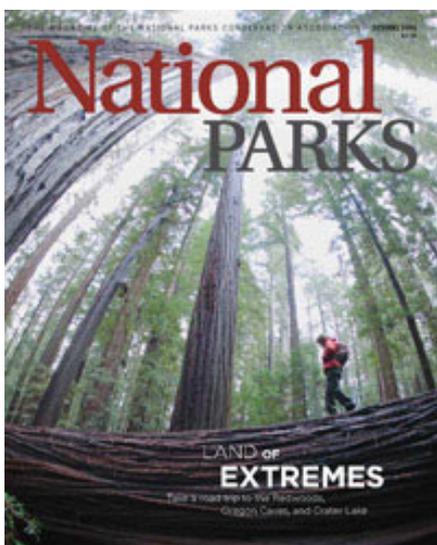
What is the League?

The League of Green Embassies is a global network of over sixty diplomatic missions formulating a common agenda for energy efficiency, renewable energy and water conservation. Member embassies aspire to introduce innovative solutions, influence individuals and institutions in host countries and to play an important role in mobilizing public action.

The League provides new economic opportunities while addressing important political and ecological challenges such as energy security and climate change. The League website is a platform to discuss common challenges, promote best practices, and to connect solution providers to organizations in search of energy saving innovations.

leagueofgreenembassies.state.gov

PEEK INTO THE ARC'S MAGAZINE SHELF



National Parks celebrates the American landscape and encourages an appreciation for our historical sites and cultural legacy through spectacular photography and insightful articles crafted to inspire readers to travel to these special places and to act to protect them for current and future generations.

The magazine focuses on timely conservation issues such as preserving wildlife and protecting the parks from pollution and suburban sprawl. National Parks also explores the natural mysteries and significant historical events contained within the National Park System.

(Source: National Parks Magazine)

WEB PICKS

Disclaimer: The views expressed on these websites are those of the authors and do not necessarily reflect U.S. Government policies. These links are being provided as a convenience and for informational purposes only; they do not constitute an endorsement or approval by the ARC or the U.S. Embassy in Helsinki, nor can we bear any responsibility for the accuracy, legality, functionality or content of the external site or for that of subsequent links.



A Bad Trade (By Todd Tucker, Foreign Policy, April 18, 2011)

Obama has swapped smart policy for the same-old job-crushing trade deals.

http://www.foreignpolicy.com/articles/2011/04/18/a_bad_trade

Facebook's Energy Challenge (By Lindsey Blomberg, E Magazine, April 19, 2011)

A new Oregon data center for Facebook will feature state-of-the-art energy efficiency technology.

<http://www.emagazine.com/daily-news/facebook-energy-challenge>

The Federal Deficit and Climate Change (04/14/2011 Pew Center)

The climate deficit that continues to accumulate, on the other hand, shows no clear balance of payments or future due dates. But make no mistake; the charges we are putting against our climate credit card will eventually create even greater costs over time as changes accelerate. Greenhouse gases, once emitted, stay in the atmosphere for centuries. Any emissions made today, tomorrow, and over the next several years commit the planet to warming over the lifetime of those gases.

<http://www.pewclimate.org/blog/meyerr/federal-deficit-and-climate-change>

Oil and Unrest (By Edward L. Morse, Foreign Affairs, March 8, 2011)

As political upheaval spreads across North Africa and into the Persian Gulf, 2011 may turn out to be as momentous a year for global oil markets as 1971, the year when the nature of the region's petro-states first took shape.

<http://www.foreignaffairs.com/articles/67563/edward-l-morse/oil-and-unrest>

The Oil Spill's Surprise Endings (Newsweek, April 17, 2011)

One year after the Deepwater Horizon disaster sent 200 million gallons of oil into the Gulf of Mexico, the region is still struggling. Who's recovering, and who's stuck in the muck?

<http://www.newsweek.com/2011/04/17/the-oil-spill-s-surprise-endings.html>

Our Earth: A Special Digital Report (National Journal, 4/21/2011)

Earth Week full coverage from the National Journal.

<http://www.nationaljournal.com/earthweek>

Will Pain at the Pump Lead to Energy Legislation? (By Olga Belogolova, National Journal, 4/20/11)

As gas prices top \$4 a gallon, motorists and constituents get set to point fingers at Washington and ask whether their president or congressman can do anything about it. National Journal polled Insiders on whether the price of gas will spur lawmakers into drafting energy legislation.

<http://www.nationaljournal.com/energy/insiders-say-pain-at-the-pump-won-t-lead-to-legislation-20110420>



Green Publications at the ARC:

Books:

The American Resource Center has a wide collection of books on the environmental issues, including topics such as, *climate change, peak oil, urban development, energy & security, environmentalism, global warming, and technology.* Please see the pdf below for more comprehensive list of titles.

Magazines:

Audubon, E:Environment magazine, Environment, Green Source, Mother Earth News, National Parks, Smithsonian, Solar Today

[Books and periodicals on energy & environmental issues available at the ARC](#) (PDF, 415 kB)

The ARC collection may be accessed through the HELKA-online catalog (<http://helka.linneanet.fi>). Lending services are available according to the regulations of the National Library of Finland.

Greening Diplomacy Initiative:

GDI is the Greening Diplomacy Initiative launched by Secretary Clinton on April 22, 2009 to improve the sustainability of the State Department's world-wide facilities and operations. The Greening Diplomacy Initiative develops and implements Department-wide policies and actions to reduce the State Department's environmental footprint, cut costs, and place the environment forefront on our foreign policy agenda. The GDI tracks success in this area and informs both external and internal audiences of efforts.

[Greening Diplomacy Initiative at U.S. Department of State](#)

[The Department of State's Sustainability Scorecard \(PDF\)](#)

[The Greening Diplomacy Initiative Leads By Example](#), (News Blaze, Feb 7, 2011)



Energy Star:

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. Results are already adding up. Americans, with the help of ENERGY STAR, saved enough energy in 2010 alone to avoid greenhouse gas emissions equivalent to those from 33 million cars — all while saving nearly \$18 billion on their utility bills.

[“Energy Star” Cities Make Gains: EPA list of cities with the most energy-efficient buildings shows dramatic growth](#) (By Douglas Fischer and Daily Climate, March 17, 2011)

[Best of Energy Star Rating Coming in 2011](#) (by Michael Kanellos, Greentech Grid, November 9, 2010)





Blue Energy

On October 6th, the U.S. Ambassador Bruce Oreck announced plans to convert the U.S. Embassy in Helsinki into one of the greenest U.S. Embassies in the world, equipped with state-of-the-art environmentally sustainable, energy efficient technologies.

What is Blue Energy

We have chosen to use the term *Blue Energy* as a way to reframe the conversation, to focus on the importance of the choices and actions by individuals in shaping the future. Whatever the key factor is in how we see our future, whether intelligent buildings, energy security, vibrant development, clean tech or green tech, from jobs created out of the new energy economy to organic local food, we encourage everyone to engage and participate in the shared opportunities of Blue Energy.

The core inquiry is not what we mean by Blue Energy, but what does Blue Energy mean to you? It is your future, so who better to shape and define it than you.

Watch videos about the beginning of the U.S. Embassy Helsinki's renovation project from Embassy's YouTube channel.

Intention to Implementation - Let the Work Begin!

<http://www.youtube.com/watch?v=tt6xIWXZATA>

U.S. Ambassador to Finland Bruce Oreck explains about the renovation project, which will transform U.S. Embassy Helsinki into one of the greenest U.S. embassies in the world. (Youtube video, 0:58 mins, October 2010)

Blue Energy

<http://www.youtube.com/watch?v=SbumdsgXWIs>

Ambassador Oreck talks about blue energy at the unveiling of the Blue Energy banner at the U.S. Embassy Helsinki. (Youtube video, 1:08 mins, October 2010)

Please let us hear from you on our Embassy facebook at: <http://www.facebook.com/finland.usembassy>

USING THE LIBRARY INSTEAD OF BUYING BOOKS

Bookworms who never let a day pass without reading a book will agree to the statement, the more books you have greater knowledge you acquire through reading. For green lovers and those people who have spent their earnest commitment and dedication to saving the environment will agree to the statement, the more books you have the better, yet using the library instead of buying books is the best thing you can do to show your love and respect not just to the knowledge you can obtain from reading books but also to the natural environment that has provided greater necessities knowledge cannot simply equate.

Using the library instead of buying books should be a practice that most people should turn themselves to if they want to become a part of a green generation. Books will no longer be printed out for mass production rather be of use to a public library is a good way of saving trees from becoming rare genus. Yes, if cutting of trees will continue to evolve and progress, you will wake up one day with no books to read as trees have gone through lesser numbers by the day.

Read more from [Green Experience](#)



The American Resource Center

Opening hours: Mon-Fri 9-20, Sat 9-16; Reference service: Mon-Fri 9-17

Address: P.O. Box 15 (Unioninkatu 36), 00014 University of Helsinki

Tel. (09) 191 24048 Fax: (09) 652 940

E-mail: arc@usembassy.fi

<http://finland.usembassy.gov/arc.html>

<http://www.facebook.com/AmericanResourceCenter>

<http://twitter.com/ARCHelsinki>

