



Green Zebra: live green and save money

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<http://www.worldchanging.com/local/sanfrancisco/archives/005331.html>

Not often are the terms "green" and "save" mentioned in the same sentence. There are exceptions of course: solar panels, car sharing, and farmer's markets for example. Often times though, even in those situations, your savings are more noticeable in the long-term than when you first make your purchase. New this year is a booklet that will help make the eco-addict in all of us happier for a bit less cash: The Green Zebra.



Premiering at the SF Green Festival earlier this month, The Green Zebra booklet is not just a set of coupons; it is also a guide on how to be greener in everyday life. The guide's website is full of nifty info, going into well-written detail:

The 2007 Green Zebra guide makes it fun and easy to explore the best of natural living in San Francisco. Whether you've been bringing your own shopping bag to the market for years or have only recently become concerned about the environment and your family's future, this new annual guide is for you. With over 250 exclusive offers from organic restaurants and markets, eco-friendly retailers, spas, Yoga and Pilates studios, independent bookstores, bike shops, museums and more, there's something for everyone to discover. The guide benefits both you and the community by providing over \$12,000 in savings that encourage you to support local businesses. Many Green Zebra passes will save you more than the guide's \$25 purchase price in a single visit.

Green Zebra also answers many of your questions about living green in the city. Searching for a nearby Farmers' Market? Not sure where to dispose of batteries and light bulbs? Wondering what Fair Trade really means? You'll find the answers and more in this handy compact guide. Looking for further ideas and inspiration? Check out Green Zebra's 20 action steps to find simple things you and your family can start doing today for a greener tomorrow.

In case you're wondering, we printed the 2007 Green Zebra guide on 100% recycled fiber (98% post-consumer waste), processed chlorine free. To find out how many resources we conserved by making this choice, take a look at our Environmental Benefits Statement on the inside cover of the guide.

Even more determined to make a difference, schools and non-profits can sign up to sell Green Zebra guides as a fund raiser. In turn, they earn \$10 for each \$25 Green Zebra guide sold, only having to pay back the cost of the guides sold (a.k.a. no risk). For schools selling the 2007 guide, the one who sells the most will receive a solar and wind power system donated by Bay Solar Power Design. Still trucking along, Green Zebra also donates a portion of 2007 guide proceeds to the Conservation Connection Project (CCP). The CCP offers a hands-on environmental science program to under served San Francisco public grade school students who have limited exposure to natural areas.

If you own a business in the Bay Area, you can also sign up to be contacted for the 2008 guide, whether you might be interested in having a coupon in the guide or be a sponsor.

I'm not sure what else this guide could do to help green the Bay Area, but I'm excited to see how the buzz grows from the 2007 to 2008 editions. The first thing that I bought at the Green Festival was my own copy of the guide, and it paid for itself in just two purchases. I got a big smile from the woman at the checkout counter at Rainbow Grocery when I handed her my coupon. Dollars, cents, trees, and hugs - one way or another, this guide is worth every penny.

Will this be a way to interest even the non-eco-minded into buying green goods?

Comments:

Thanks Victoria for all the kudos! When the Bay Area mainstream starts buying green goods and eating organics then we'll know we've truly done enough.

Posted by: Sheryl on December 8, 2006 12:55 AM