

➤ TOWARDS A
**SUSTAINABLE
PHILADELPHIA**

**SAVE MONEY
ON ENERGY BILLS!**

➔ What everyone in Philly
needs to know

grid

FREE FEB 2009 / ISSUE 1
GRIDPHILLY.COM

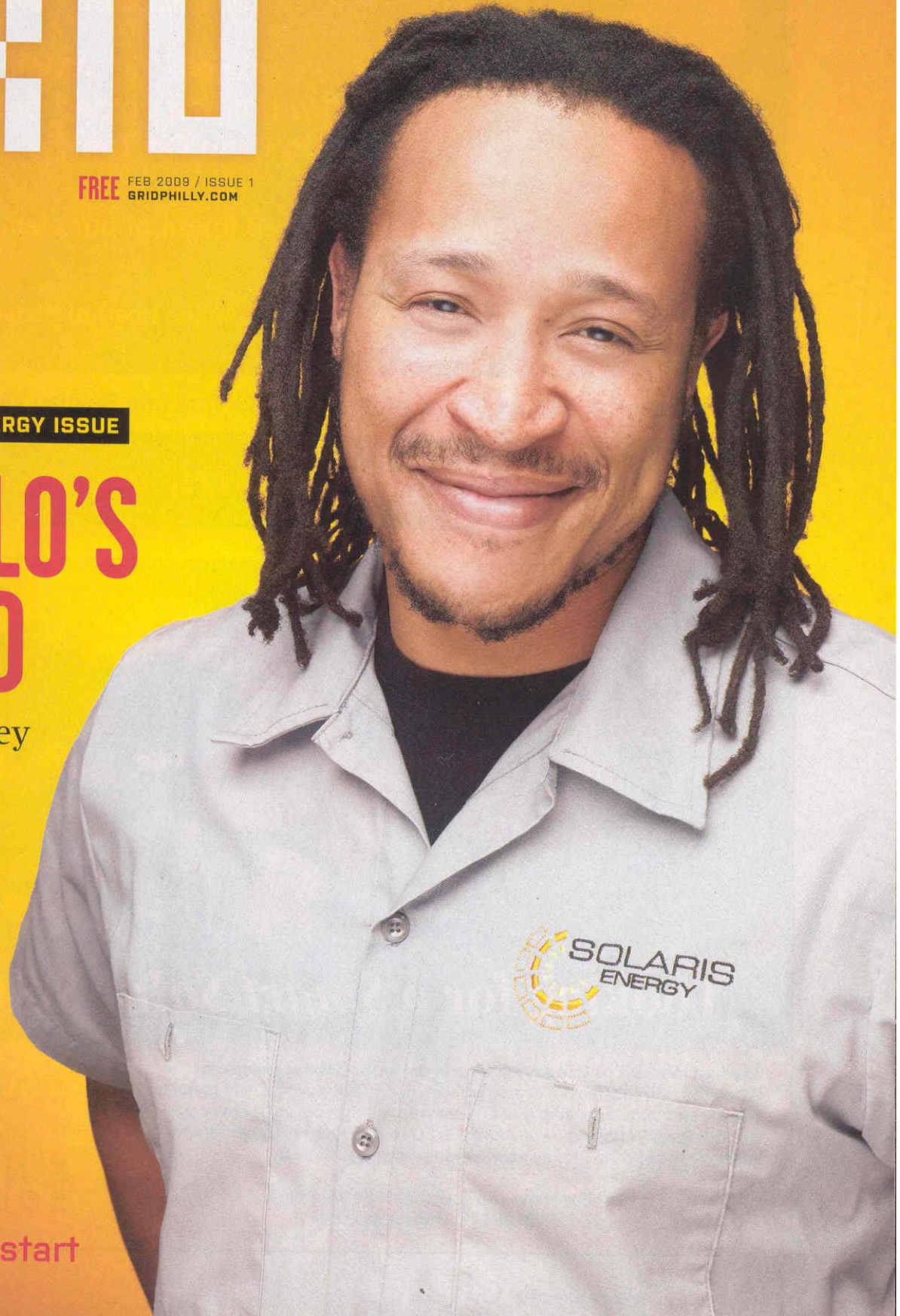
THE ENERGY ISSUE

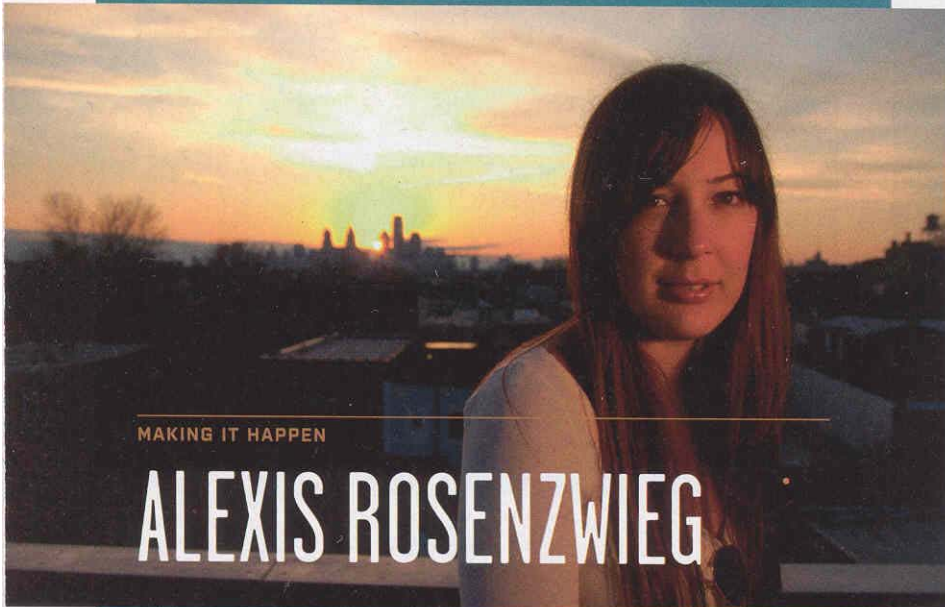
APOLLO'S CREED

Mike McKinley
talks about
Philly's solar
future

TRASH INTO TREASURE

➔ Your old
computer,
their new start





MAKING IT HAPPEN

ALEXIS ROSENZWIEG

This POPPED! creator and organizer admits that today's music festivals aren't exactly sustainable endeavors, but that hasn't stopped her from trying. At last summer's festival, each recycling station was managed by a volunteer who informed festival-goers about proper recycling. Businesses and organizations were discouraged from passing out flyers and encouraged, instead, to present their information through alternative methods. Some vendors used informational videos, some text messaging and others promoted themselves through contests and giveaways. Production and sound companies, as well as all employees, were Philadelphia-based. "Sustainability, to me, is not just recycling and using less energy," Alexis explains. "It's also taking a big look at your lifestyle and focusing more on your local community."

Accessible by public transportation, POPPED! offered nutritious local foods, responsible water bottle disposal and local vendors. Alexis believes that integrating sustainability is ongoing, but very possible. Next year's plan includes investigating alternative energy sources, such as solar-powered stages and biodiesel generators, developing POPPED! recycling bins (which will be made available to other events for rental or purchase) and continuing to focus on the best Philadelphia has to offer. "It just takes time to build every year on your efforts," Alexis says.

STARTING UP GreenSteps

Laura Blau taught energy savings to her six year old son, Nandor, using the green cloth dragon that hangs from his bedroom door. Every night, if Nandor's clothes are still clean, he puts them inside the dragon's pouches and wears them the next day. Overtime, Laura does less laundry and when she does, she uses cold water and line dries.

Now with GreenSteps, a project of BluPath Design, the LEED accredited architecture firm that Laura co-owns with husband Paul Thompson, she's showing the rest of Philly that saving energy can be simple and cheap. Putting a little effort into daily habits, Laura says, saves money, hassle and time better spent with family and friends. In addition to high-tech systems based remodeling and seminars on energy ratings, GreenSteps offers assistance with at-home energy thrift, green products and lifestyles, and web, book and periodical resources. Laura can show you how to energy-tighten your home, improve indoor air quality and orient a

building towards the sun.



GreenSteps was first launched as Green Home Basics, a pilot program for Philadelphia University's continuing education where attendees brainstormed and developed personalized energy savings strategies. The course was so popular it continued the next semester and in the past few months, it's become a full-fledged business. They work with corporations as well as

affordable housing agencies and community development corporations. Having spent over five years creating some of Philly's sustainable structures, including much of The UArts campus, Laura and Paul know it's not just buildings that need their help. "There's just so much info out there," Laura says. "People look at all that info and they just shut down. We're trying to guide them through the maze...We recognized that we needed to get things moving along a little faster than just one client at a time."

HARVESTING URBAN BRILLIANCE (H.U.B.)

Old Pine Community Center

At the Old Pine Community Center, you can learn how to sew from the Philadelphia Sewing Collective, help rebuild a house with Habitat for Humanity, shoot a couple of hoops in their indoor gymnasium, attend a meeting for the Society Hill Civic Association or host a meeting of your own. 401 Lombard St., www.oldpine.org

