

CLIMATE CLASS

Enrolling in a Sustainable Future

BEST

GERMANTOWN
LAUNDROMAT
since 1965



BACKGROUND

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CLIMATE CLASS:

Enrolling in a sustainable future is an initiative breaking down each carbon contributor in easy to understand terms with ways people can work in their daily lives to offset it. Content is intriguing, simple, graphic and digestible, pushed out through a monthly email, article post, and of course, social media.

The idea is to educate people in terms they can understand and make them aware of the connection their everyday choices and behaviors have directly on larger scary global results like fires, storms and all around crisis. Presenting information in an optimistic, hopeful way, our audience is engaged in the conversation and informed to act.

CONTENT SCHEDULE

MAR: GREENHOUSE GASES

APR: SPRING BREAK EARTH DAY (COVID) PIVOT)

MAY: HOME

JUNE: TRANSPORTATION

JULY: ELECTRICITY

AUG: INDUSTRY (AG + LAND USE)

SEPT: REFRIGERANTS

OCT: CANDIDATE POLICIES

NOV: GRANTS

DEC: ACTION



PAS



ARTS FACTORY

27.08 → 15.10

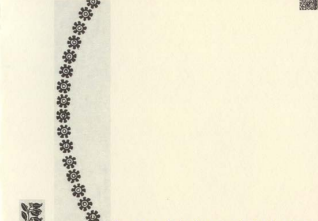


MON

GENRE

Nouvelles représentations de l'identité — Conférences & Exposition
Galerie ARTS FACTORY au 27 rue de Charonne 75011 Paris (M) Bas

Companion-Platform
An Introduction to The Hyphen as
We Have Come to Know It



Our name is just as much the hyphen as it is the words it sits between. The hyphenated space of Companion-Platform stretches, expands, reaches, tangles, and teeters; sometimes a platform and at other times a seesaw, but always a space for practicing a hyphenated way of being in the world today. The hyphen is an open invitation to set wild and seemingly disparate feeling things side by side, opening up perspectives from which to reconsider what formerly felt familiar, steady, and contained. We have come to know the hyphen as a garden, a tendril, a hum, a hyperlink, a see-saw, and a platform.

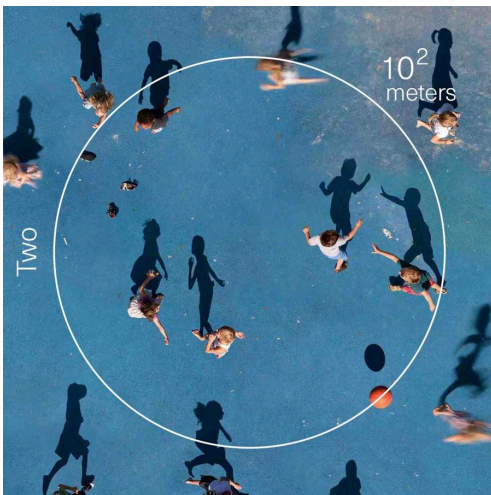
UNAPOLOGETIC

ISSUE 2.2
THEME

MAY 15

DEADLINE ↑

INCLUDING BUT NOT LIMITED TO:
PERSONAL ESSAYS, PLAYLISTS,
& LOOKBOOKS.



DE SCHOOL

Home Program Tickets Restaurant Café Blog Gym Rent Het Kunstlokaal Contact

TICKETS

THIS WEEK

TICKETS JUNE AND JULY NIGHTS NOW AVAILABLE

MON 13.06	CLUB De School NK Dodgeball 2016 Free Entrance door free / doors open 17.00
THU 30.06	SYMPOSIUM The Evolution of Music Video - A David Bowie Special gratis € 11 / door € 11 / doors open 18.30
THU 30.06	GALLERY Opening Het Kunstlokaal - DIAPOSTIVE by Children of the Light Free entry door free / doors open 21.00
FRI 01.07	CAFE De Zaterdag Free Entrance door free / doors open 12.00
FRI 01.07	GALLERY DIAPOSTIVE by Children of the Light Free entry door free / doors open 16.00

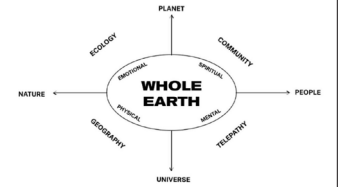
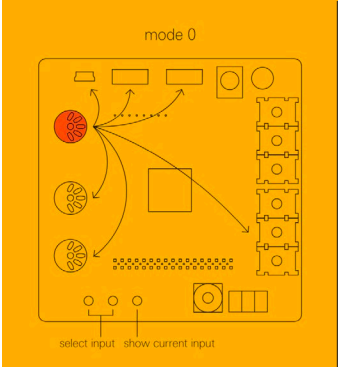
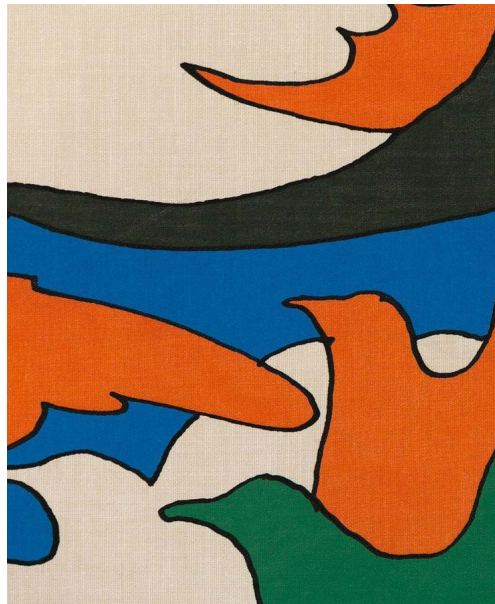
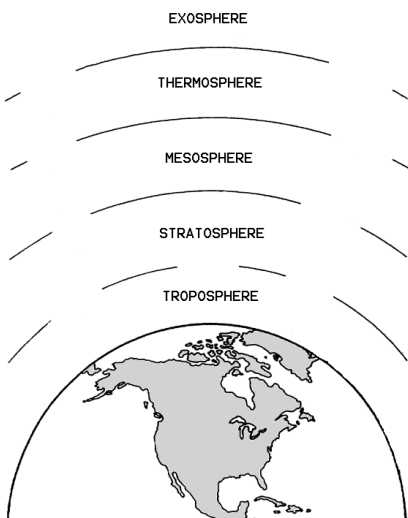
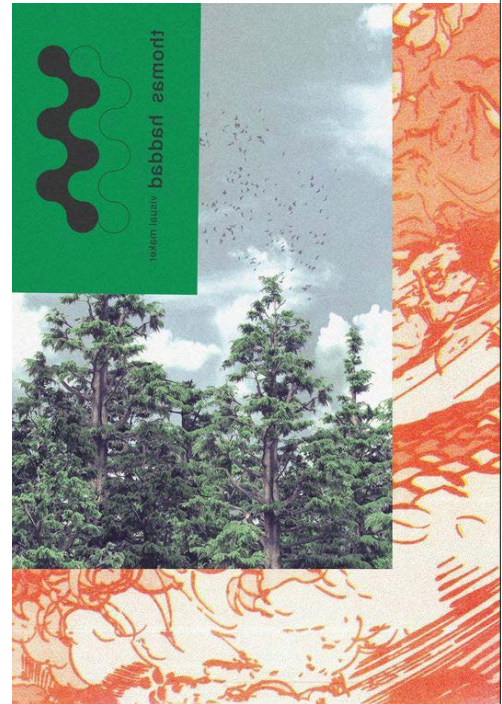
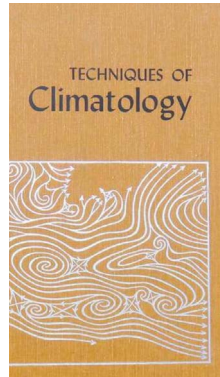
FULL PROGRAM

MUSICAL AESTHETICS

24.06.2016 CLUB | Jack Dolan: Aligning one's music with a visual aesthetic is a priceless tool. If you're making pop hits, it's a key part of the package you need to deliver but it's also utilized on the most avant-garde

COPENHAGEN, FUNCTIONALITY & POWERING THROUGH

04.06.2016 CLUB | Jo Kall: For the past decade Najaars Westers has been establishing



MOOD DIRECTION

5

CLIMATE CLASS 01

GREENHOUSE GASES

CLIMATE CLASS



Greetings, Students! Welcome to the first of our monthly newsletters, Climate Class. Over the rest of this year we'll enroll in a sustainable future by identifying each Crisis culprit and break down what it is exactly, why it's a problem, and what we can do now in our everyday lives to make a difference *together*.



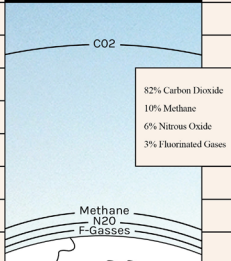
CLIMATE CLASS 01

GREENHOUSE GASES

IN TODAY'S LESSON, WE'LL TALK ABOUT GAS.

Greenhouse Gases' effect on Climate Change depends on how much is in the atmosphere, how long it stays there, and the size of the impact. A significant strain on Climate = Global Warming. A significant increase in Global Warming = current Climate Crisis : reduced water supply, severe weather patterns, food shortages, geographical effects, potential toxic breathing conditions, us literally burning up.

GREENHOUSE GASES HEATING UP THE ATMOSPHERE



GREENHOUSE GASSES

HOW MUCH IS UP THERE

HOW LONG IT'S UP THERE

THE SIZE OF THEIR IMPACT

STRAIN ON CLIMATE

GLOBAL WARMING

CURRENT CLIMATE CRISIS

REDUCED WATER SUPPLY

SEVERE WEATHER PATTERNS

FOOD SHORTAGES

GEOGRAPHICAL EFFECTS

POTENTIAL TOXIC BREATHING CONDITIONS

US LITERALLY BURNING UP

LET'S BREAK IT DOWN

CARBON DIOXIDE CO2

Also known as: "CO2", "Carbon, Carbon Emission".

CO2 is the primary greenhouse gas emitted by us, humans. When everything is in balance, we emit a healthy amount, and a healthy amount is absorbed by trees, plants and cold water oceans.

Combine more humans and unhealthy human activities with a reduction in forests and other plant life, and you get rising CO2 levels without enough natural absorption. This results in more sunlight getting trapped by the atmosphere than is needed.

CO2 MAKERS:

- Fossil fuels (coal, natural gas & oil)
- Burning of solid waste (landfills), trees, and other biological materials
- Certain chemical reactions (manufacturing cement)

METHANE CH4

Also known as: "CH4," "the simplest hydrocarbon"

Though Methane contributes only 10% to the Greenhouse Gas Emissions, it has a Global Warming Potential of 86x CO2 meaning that it is warming the earth that much faster.

METHANE MAKERS:

- Production & transport of coal, natural gases & oil
- Livestock farts (ruminant animals produce methane through their natural digestion process, which gets released when exhaled and via flatus)
- Other agriculture practices, decay of organic waste in municipal solid waste landfills

NITROUS OXIDE N2O

Also known as: "N2O," "Nitrous"

N2O MAKERS:

- Agricultural and industrial activities
- Combustion of fossil fuels and solid waste, treatment of wastewater

FLUORINATED GASES F-GASSES

Also known as: "F-Gases" there are 4 of them

These guys have no natural sources and only come from human-related activities.

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Also known as: "F-Gases" there are 4 of them

These guys have no natural sources and only come from human-related activities.

F-GAS MAKERS:

- Through their use as substitutes for ozone-depleting substances (e.g., as refrigerants)
- Through a variety of industrial processes such as aluminum and semiconductor manufacturing

STUDY UP

MORE OF TODAY'S LECTURE

HERE

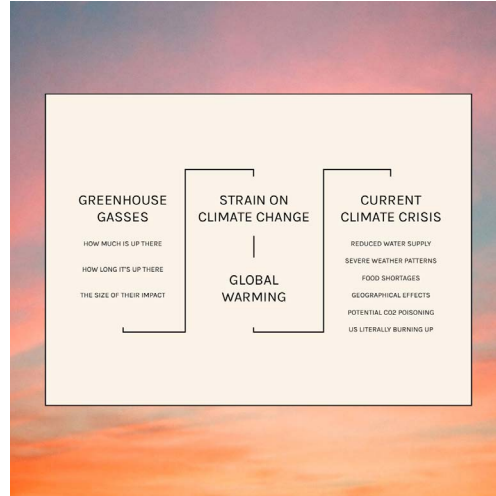
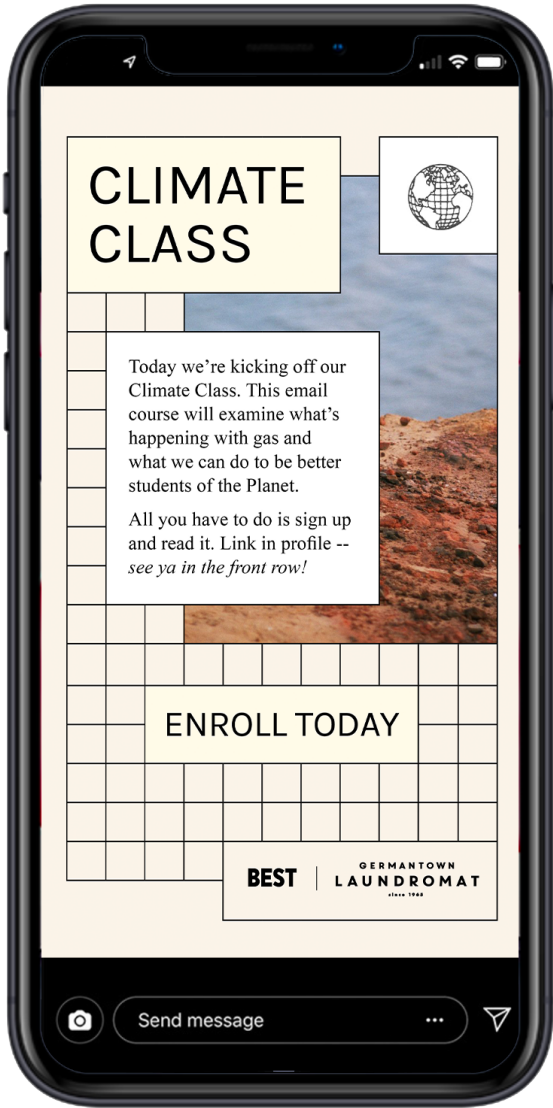
See you right here next month when we'll tackle our first carbon emitter.

You know him, probably used him today in fact. He's TRANSPORTATION.



BEST

GERMANTOWN LAUNDROMAT
SINCE 1923



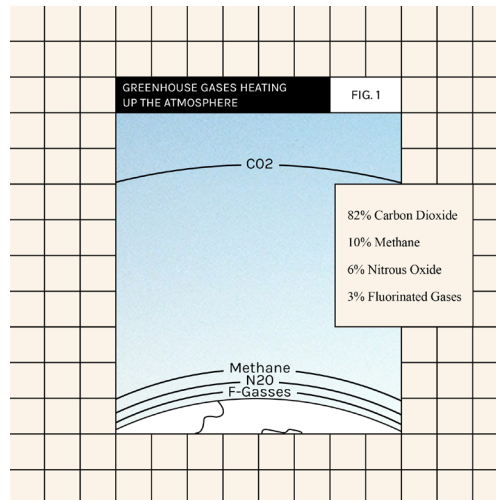
CLIMATE CLASS

POP QUIZ

Which Greenhouse Gas is responsible for our current climate crisis?

- Methane
- Carbon Dioxide
- Nitrous Oxide
- All of 'em

BEST | GERMANTOWN LAUNDROMAT
EST. 1988

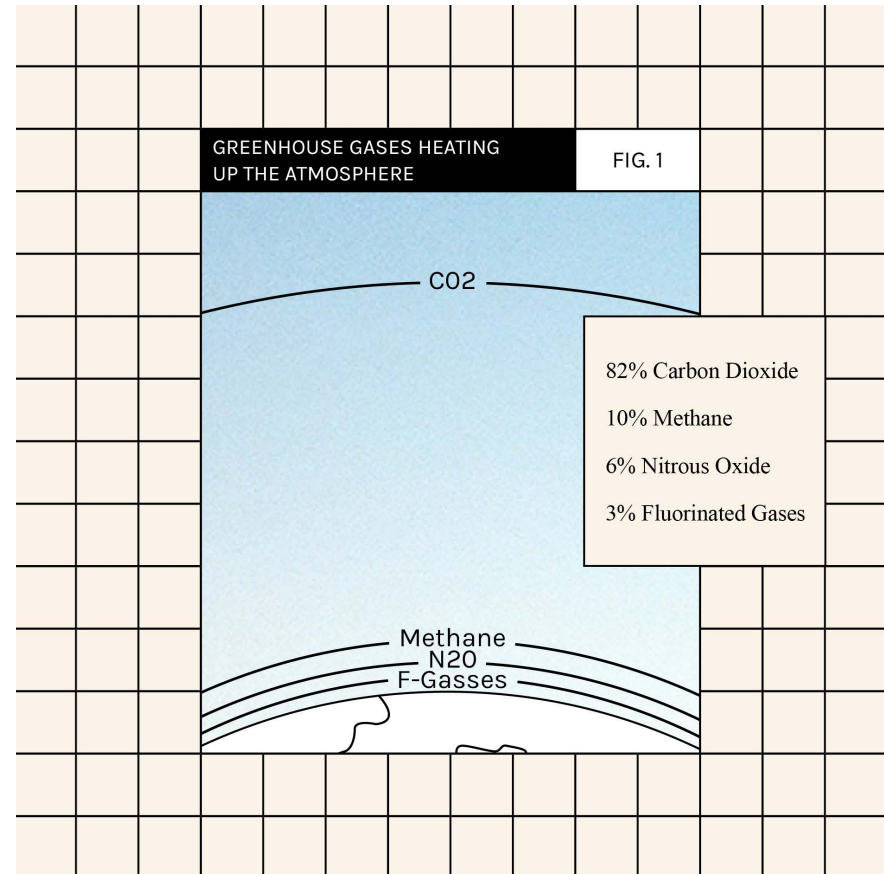
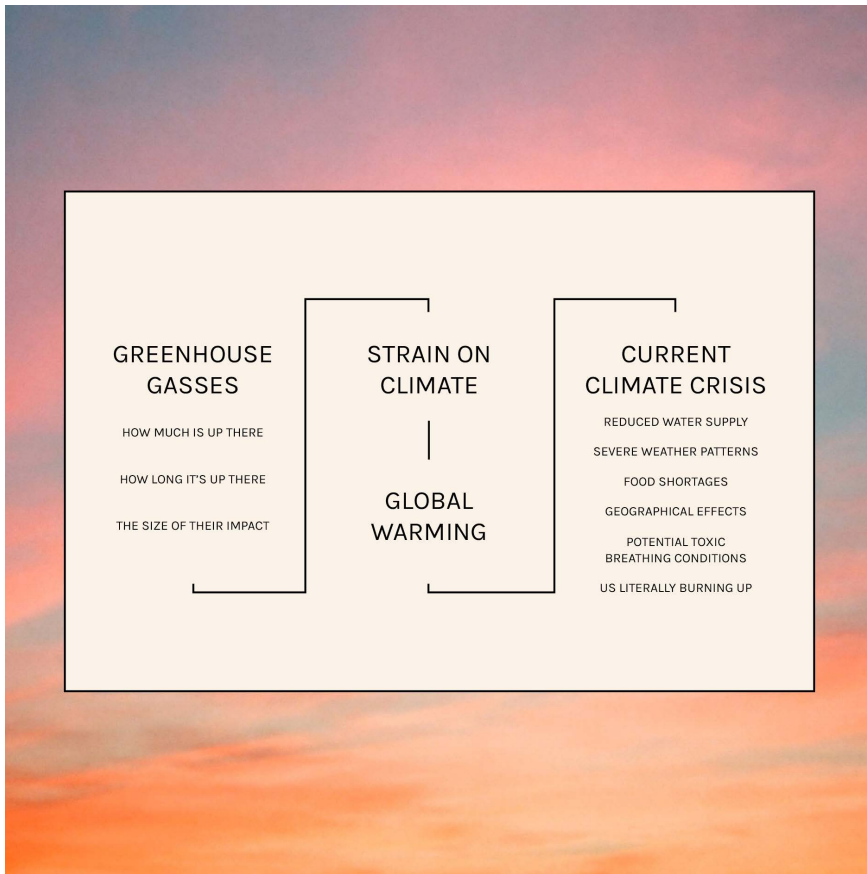


CLIMATE CLASS
Enrolling in a Sustainable Future

Name _____

Grade _____

Email _____



We all know by now that **excess greenhouse gases—carbon dioxide, methane, nitrous oxide and fluorinated gases—when trapped in the earth's atmosphere, wreak havoc on the planet.** We are in a climate crisis of rising temperatures, natural disasters and an unprecedented loss of the earth's biodiversity.

In 2017, the American Psychological Association defined this “eco-anxiety” many of us are now feeling with a fitting definition: “a chronic fear of environmental doom.” While the future isn't certain, there are many actions we can take collectively and in our individual lives to consciously work within our new predicament.

Carbon Cycle Overload

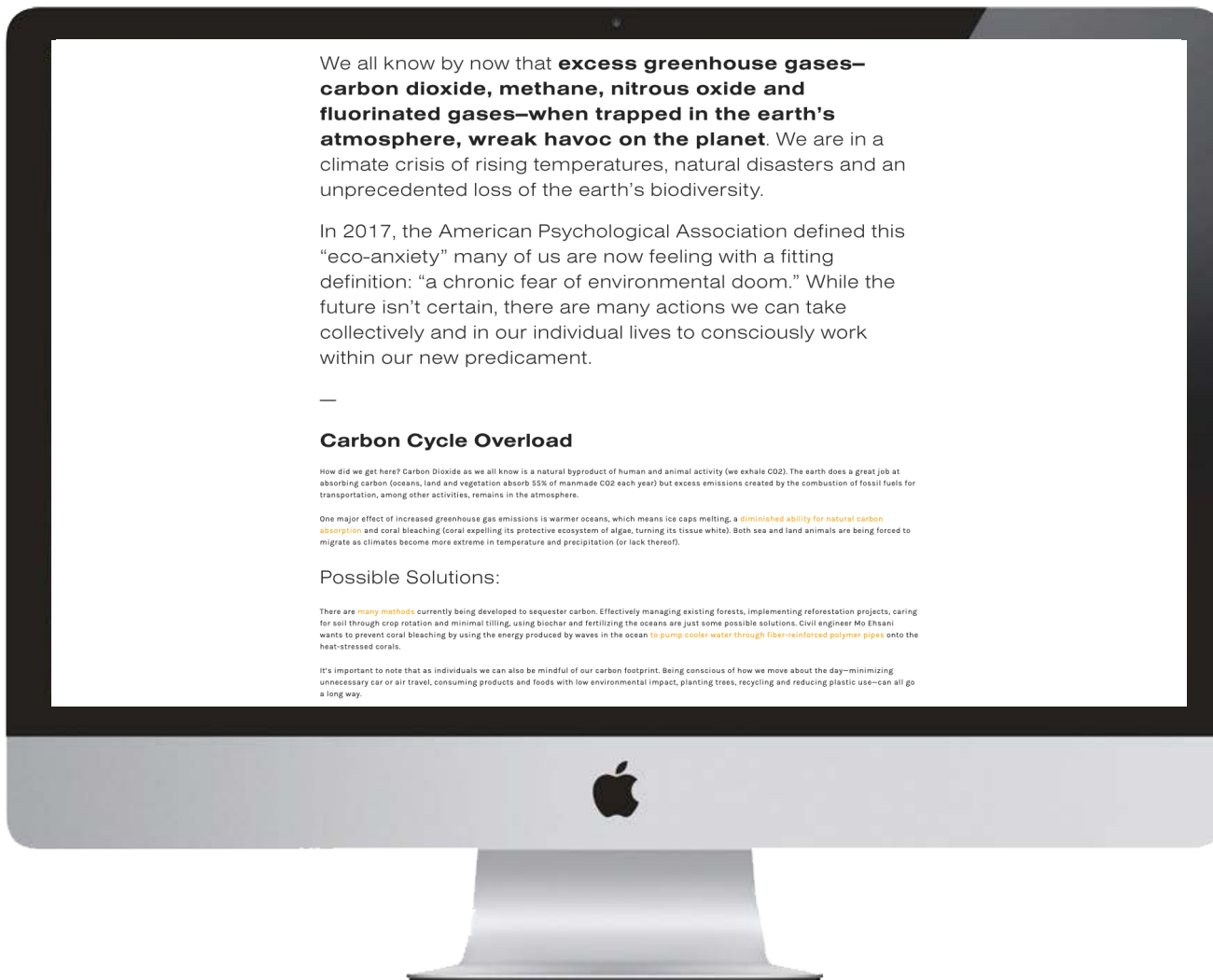
How did we get here? Carbon Dioxide as we all know is a natural byproduct of human and animal activity (we exhale CO₂). The earth does a great job at absorbing carbon (oceans, land and vegetation absorb 55% of manmade CO₂ each year) but excess emissions created by the combustion of fossil fuels for transportation, among other activities, remains in the atmosphere.

One major effect of increased greenhouse gas emissions is warmer oceans, which means ice caps melting, a **diminished ability for natural carbon absorption** and coral bleaching (coral expelling its protective ecosystem of algae, turning its tissue white). Both sea and land animals are being forced to migrate as climates become more extreme in temperature and precipitation (or lack thereof).

Possible Solutions:

There are **many methods** currently being developed to sequester carbon. Effectively managing existing forests, implementing reforestation projects, caring for soil through crop rotation and minimal tilling, using biochar and fertilizing the oceans are just some possible solutions. Civil engineer Mo Ehsani wants to prevent coral bleaching by using the energy produced by waves in the ocean to **pump cooler water through fiber-reinforced polymer pipes** onto the heat-stressed corals.

It's important to note that as individuals we can also be mindful of our carbon footprint. Being conscious of how we move about the day—minimizing unnecessary car or air travel, consuming products and foods with low environmental impact, planting trees, recycling and reducing plastic use—can all go a long way.



CLIMATE CLASS 02

SPRING BREAK EDITION

CLIMATE CLASS

SPRING BREAK EDITION

Greetings from home, loyal students! We hope our second installment of Climate Class finds you healthy and ready to connect the dots. The rest of this year we'll break down Climate Crisis culprits, but on this 50th Earth Day, we're taking a Spring Break to address our "new normal."

How can we cultivate some of the habits we've developed by sheltering in place into new strategies for a sustainable future?

APRIL 22, 1970

The first Earth Day was inspired by the student anti-Vietnam war protests. Infusing the energy of anti-war protests with an emerging public consciousness about air and water pollution, it achieved a rare political alignment: it enlisted support from Republicans and Democrats, rich and poor, urban dwellers and farmers, and business and labor leaders, alike. This inaugural day led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water and Endangered Species Acts.

READ NOW



"If there was ever a time in which humanity should finally recognize that we belong to one connected family on earth, this should be it. **We share a single planet, drink from the same water and breathe the same air.**" —Earthday.Org

EARTH DAY 2020

One unintended outcome of #stayhome during this pandemic: the earth has been less impacted by us humans. In the span of one month we're seeing what can happen when we collectively limit our consumption of fossil fuels. [Read More.](#)

1. Dolphins return to the port of Sardinia.
2. The Venice canals become clear and blue.
3. In India, the Himalayas once again become visible.
4. Los Angeles saw some of the cleanest air of any major city in the world.
5. Air pollution and CO2 levels decline across the globe.

A GREEN VISION FOR A NEW NORMAL

The COVID-19 outbreak can be seen as a major wake-up call. While the entire world is at attention and many have begun to feel a deep sense of connection to our collective health, economy and wellbeing, what if we used this energy to drive necessary environmental change—both on the individual and governmental level?

What if we continued our conscious consumption beyond quarantine, supporting local economies and communities? If we can see a major shift in the environment in only one month, just think about what we can do as a collective in one year or ten.

This moment is critical for implementing new strategies to curb our impact on the planet.



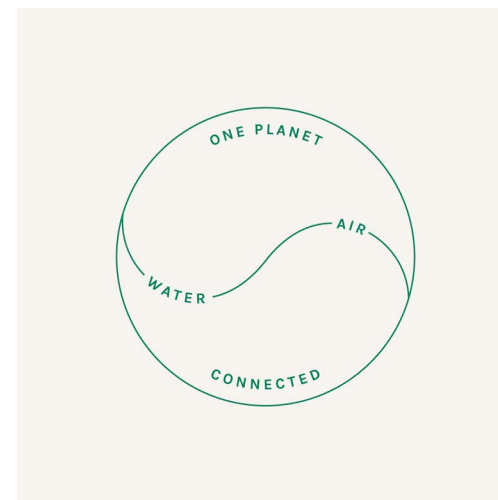
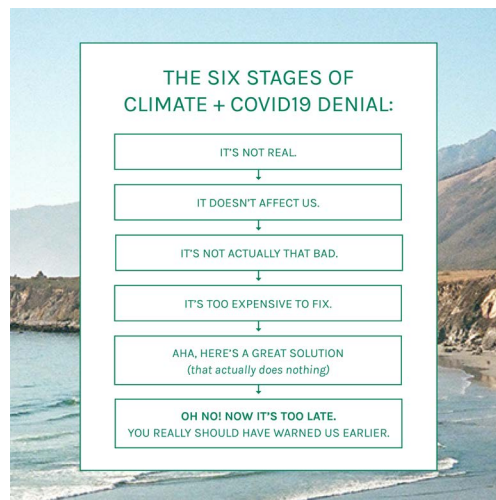
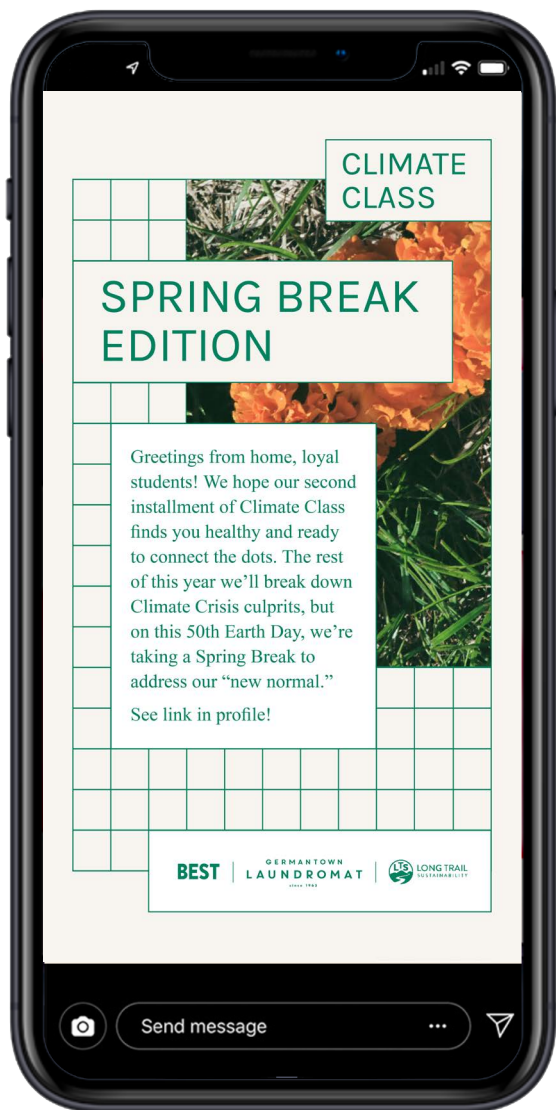
Read today's full lecture on how COVID-19 and the Climate Crisis are connected, and how we can use the lessons of the pandemic to foster environmental change together!

READ NOW

BEST

GERMANTOWN LAUNDROMAT SINCE 1988

LTS LONG TRAIL SUSTAINABILITY



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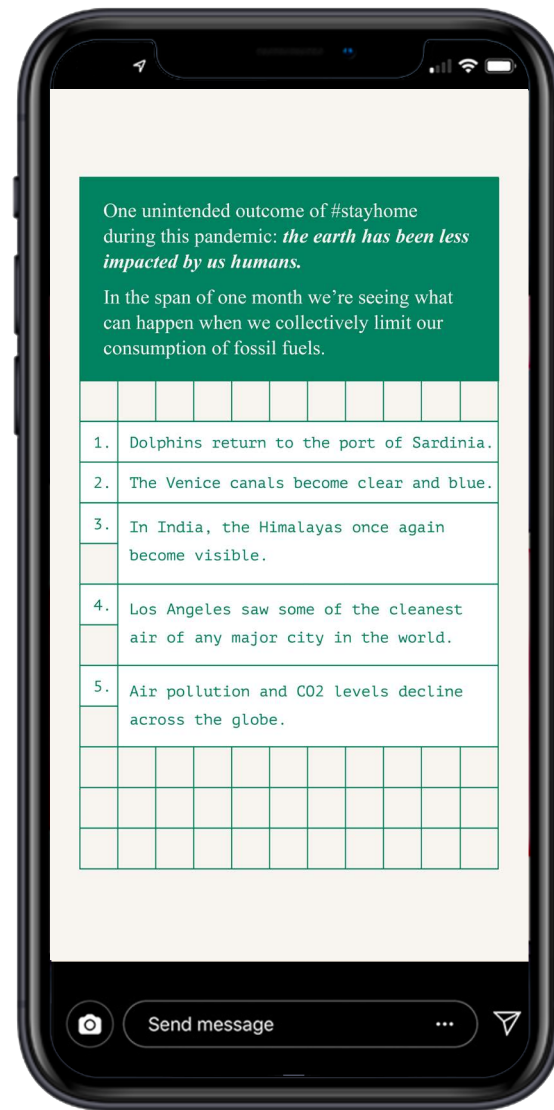
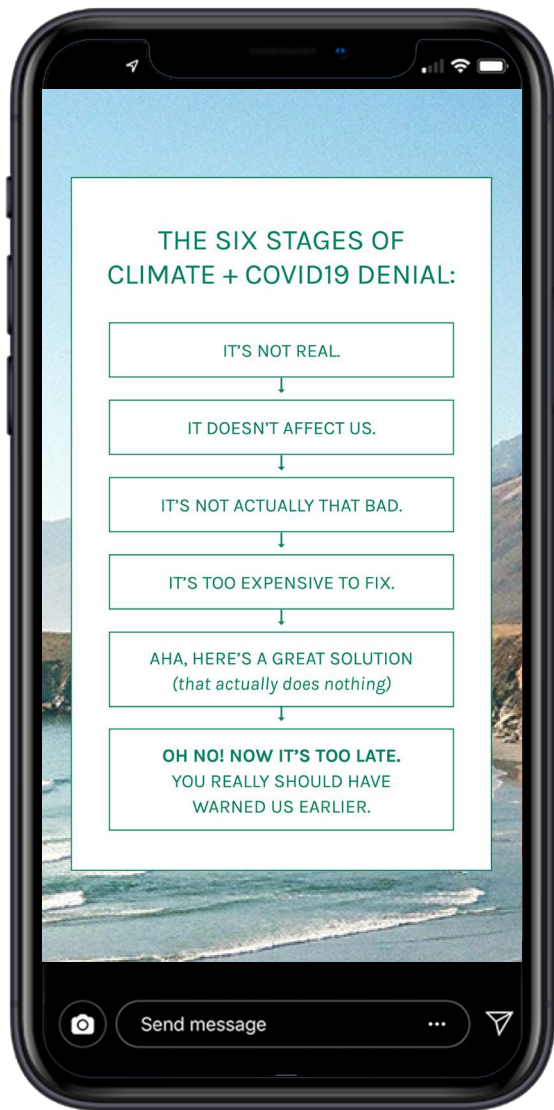
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WAR GARDENS FOR VICTORY

Many have begun to think about the knowledge of our ancestors, making many things by hand, and even growing food in "victory gardens."

GROW VITAMINS AT YOUR KITCHEN DOOR

CREDIT: Library of Congress



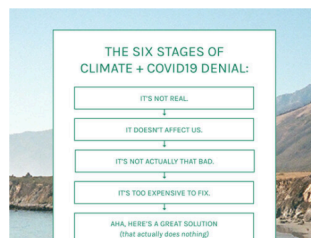
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The first Earth Day led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water and Endangered Species Acts.

(Read more about Earth Day [here](#).)

Coronavirus as a Case Study for the Climate Crisis

There are many things that the climate crisis has taught us—namely, that our action (or more accurately, inaction) can have huge consequences. Now that we're going into another month of worldwide quarantine during the COVID-19 pandemic, it's becoming more clear how human activity directly affects the planet. As an homage to Earth Day, we thought we'd dig deeper into the story.



How did we get here?

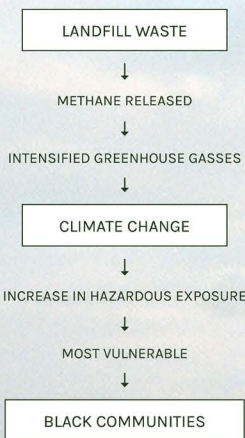
As with the climate crisis, we experienced the same denial story with coronavirus. The thing is, there were warning signs, and they came straight from Mother Nature. According to [Doctor Katherine Hayhoe](#), climate change is a "threat-multiplier," meaning that it can make existing issues much worse. In relation to the spread of viruses and other virulent diseases: Warmer weather means a longer time period and increased geographic range for the spread of vector-borne diseases like Lyme disease and Zika, dengue and yellow fevers. Milder

CLIMATE CLASS 03

A RESPONSIBLE SORT

A RESPONSIBLE SORT

Trash piling up at home? You're not alone. This extra time at home has us accumulating more food scraps, (wine) bottles, and other treats we bought, but never really needed.



IT'S ALL CONNECTED

Trash emits METHANE that directly impacts the climate. Black and brown communities are those most affected by climate change. While racial justice is top of mind, consider **INTERSECTIONAL ENVIRONMENTALISM** (protection of both people and the planet), and a few conscious acts that reduce your burden on the earth, starting at home.

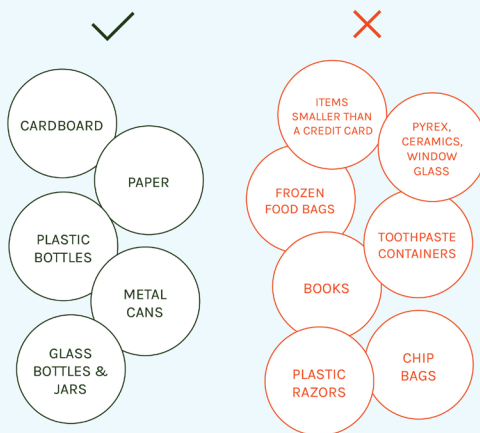
BUY TO LAST

Before you add to cart, think about what to eliminate:

- ❌ SINGLE-USE, SNACK- AND TRAVEL-SIZED ITEMS USUALLY CAN'T BE RECYCLED. **OPT INSTEAD FOR LARGE, REFILLABLE SOAPS, CLEANERS, ETC.**
- ❌ WHEN GROCERY SHOPPING, SKIP THE PLASTIC PRODUCE BAGS—**BROCCOLI DOES JUST FINE IN A TOTE.**
- ❌ INSTEAD OF SINGLE-USE PAPER TOWELS OR CLEANING WIPES, **CHOOSE REUSABLE CLOTH** (OR BETTER YET, TEAR UP AN OLD COTTON T-SHIRT).

RIGHT TO RECYCLE

Check your state's recycling program, but these are the most common cast-offs.



SHOP SMART

When buying products, including those in plastic, check the label for the "PCR" or post-consumer recycled content. Opt for 100% recycled paper products, which require no trees to produce. Supporting companies using the maximum amount of PCR just feels good, too.

[READ MORE](#)

COMPOST CORRECT

Food Scraps	Leaves	Cork
Grass Cuttings	Paper Towels	Cotton
Eggshells	Lint	Linen
Coffee Grounds	Hair	Wool
Tea Bags	Nail Clippings	

RETHINK YOUR STEMS

It takes a head of lettuce **25 YEARS** to decompose in a landfill—where it ultimately becomes a stinking cloud of methane.

That same decaying romaine can nourish soil in a **FEW MONTHS**.

COMPOST YOUR ARTICHOKE HEART OUT

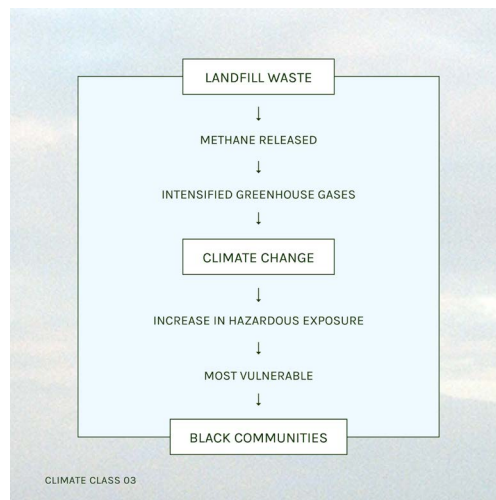
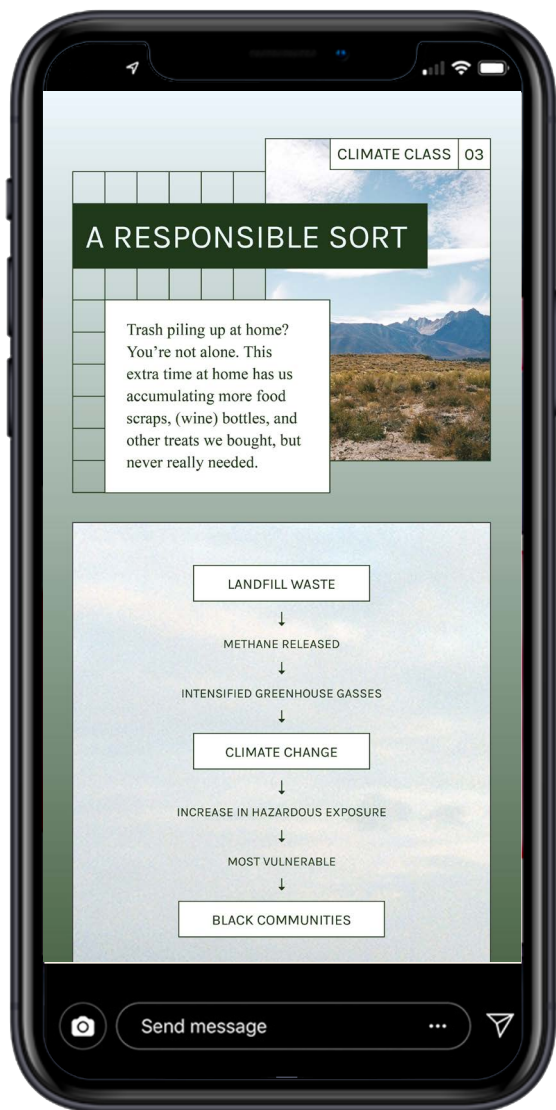
If you have outdoor space but are wary of critters, **BUILD A BIN** with a lid and latch.

No yard? Or live in NYC where the city halted food scrap collection? Try an odorless, **INDOOR BIN** (popular in Japan), using a cardboard box, coco peat and rice husk ash.

We've also seen some ingenious food scrap ideas—like using eggshells for **PLANT SEEDLINGS** and gorgeous **TINY INDOOR GARDENS**.

[MORE IDEAS HERE](#)

BEST | GERMANTOWN LAUNDROMAT |  LONG TRAIL SUSTAINABILITY



Intersectional Environmentalism

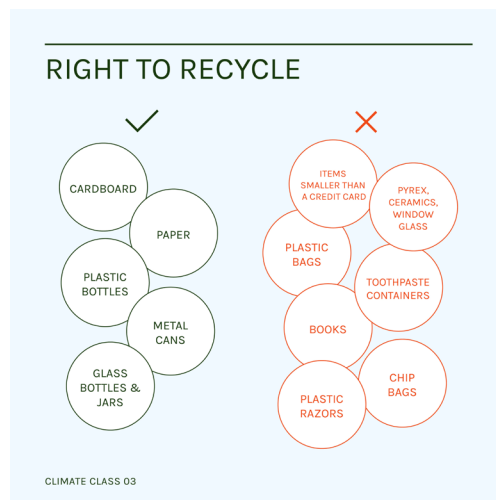
[IN · TER · SEC · TION · AL EN · VI · RON · MEN · TAL · ISM]

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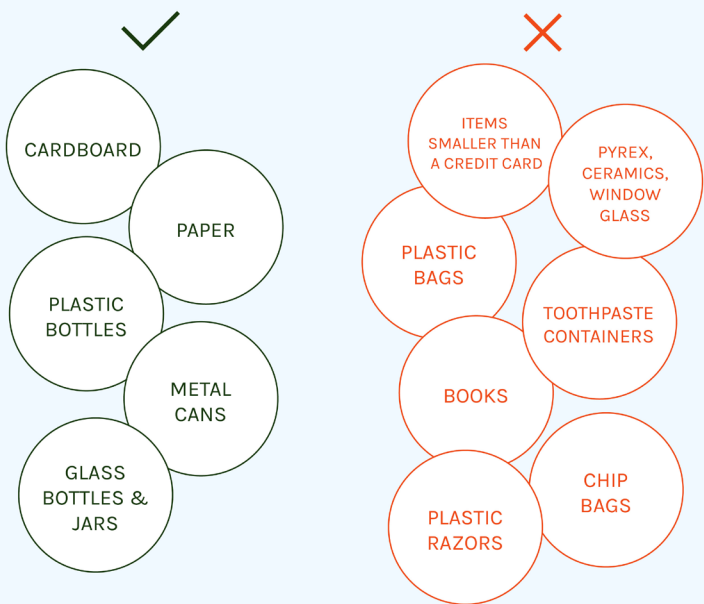
: An inclusive version of environmentalism that advocates for both the protection of people and the planet.

: Identifies injustices done to the most vulnerable communities, and the earth, to the forefront and does not minimize or silence social inequality.

LEAH THOMAS, @INTERSECTIONALENVIRONMENTALIST



RIGHT TO RECYCLE



CLIMATE CLASS 03

Intersectional Environmentalism

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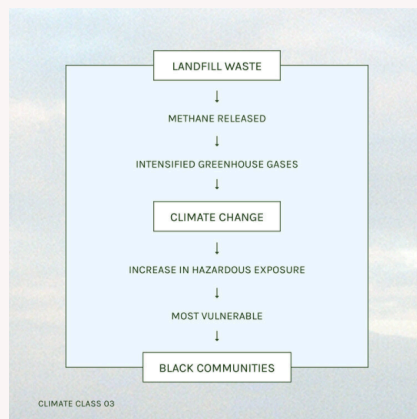
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CLIMATE CLASS: A Responsible Sort



CLIMATE CLASS: A Responsible Sort

How to compost, recycle and buy things that last—for the earth, and for people.

Trash piling up at home? You're not alone. This extra time at home has us accumulating more food scraps, (wine) bottles, and other treats we bought, but never really needed.

Plus, it's all connected. Trash emits methane that directly impacts the climate. Black and Brown communities are those **most affected** by climate change. Therefore, we can't be climate activists without calling for racial justice and **Intersectional Environmentalism** (protection of both people and the planet). What follows are some conscious changes we're trying to practice that reduce our burden on the earth, starting at home. As a white business owner I have felt guilty, shameful, stuck, embarrassed and discouraged. While BEST is pretty active at the social justice party, we still have a lot of internal work to do and a platform to do it. With so much cancel culture out there, I have been inspired by Callia's approachable energy. We're taking full advantage of her vetting service, and I am so grateful to have her to help me navigate how our studio can

CLIMATE CLASS 04

ENERGY EFFICIENCY AT HOME

CLIMATE CLASS



04 ENERGY EFFICIENCY AT HOME

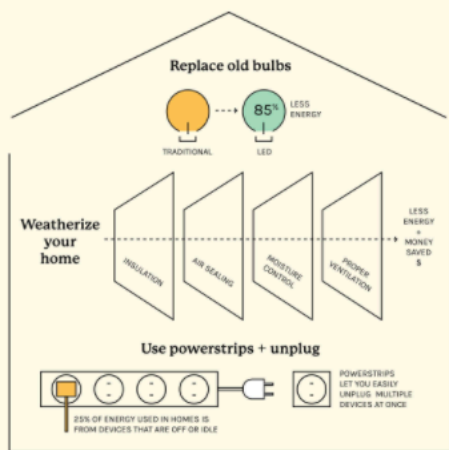
With seemingly endless days at home, we're all wondering how much energy we're using while working, cooking and entertaining ourselves on repeat. First, find out what you're consuming.

CHECK YOUR ENERGY

Then, do something about it. Here are some ideas to lower your energy consumption without straying too far from your recliner.

BIGGEST IMPACT

Be Energy Efficient



Replace old bulbs

LED bulbs use up to 85% less energy than traditional bulbs and can last for 25 years. Use the [Right Light app](#) to help you choose the appropriate energy efficient LED bulb for your home.

Weatherize up

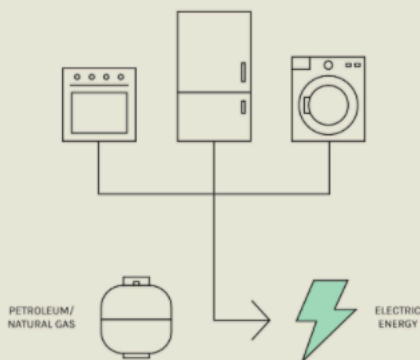
Not only will it make your space more comfortable, but [insulation](#), [air sealing](#), [moisture control](#), and proper [ventilation](#) can help you use less energy and save money. Check out the Department of Energy's [Weatherization Assistance Program](#) or the [Low Income Home Energy Assistance Program](#) for help.

Use powerstrips + unplug

About a quarter of the energy used in homes is from devices that are off or idle. Power strips help you avoid overloading electrical outlets and efficiently distribute energy to appliances. They also let you easily "unplug" multiple devices at once. According to the U.S. Department of Energy, using an advanced power strip to control power can save you \$100 a year.

MEDIUM IMPACT

Switch to Clean Electricity Sources



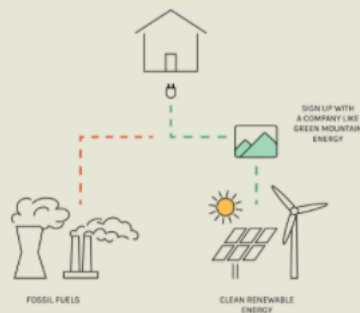
Most of the electricity in America is made from dirty, polluting, non-renewable sources like coal and other fossil fuels. This creates more CO2 than any other sector, making it the leading industrial cause of air pollution. Generating electricity with clean, renewable resources not only has environmental benefits, but also economic ones. It creates green jobs, supports a homegrown energy source, and brings development to rural areas.

Go electric

Switch from natural gas or petroleum to "clean" electric energy for home appliances like ovens, water heaters and heating/cooling. Just because it's electric doesn't mean it's clean, though. Check appliances for the highest seasonal energy efficiency ratio (or SEER) for maximum efficiency.

Install solar

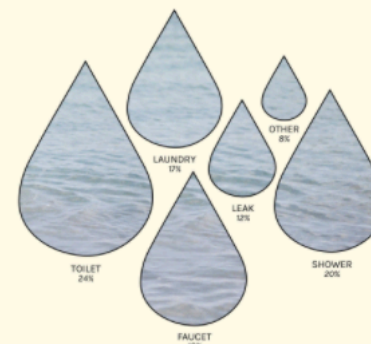
If solar panels don't fit your curb aesthetic, check out the newest technology—[solar shingles](#). Going solar is an investment, but [state and federal incentive programs](#) can help with installation costs. You also can deduct 26% of the cost from your federal taxes (expiring soon, so get that credit ASAP.) You may also be able to "net-meter" or sell excess power back to your utility's grid.



SMALL IMPACT

Use Less Water

The average American uses **300 gallons** of water a day



SOURCE: WATER RESEARCH FOUNDATION, RESIDENTIAL END USES OF WATER, VERSION 2, 2016

Turn off the tap

Shorten your showers (a 5-to-8 minute playlist works great as a timer) and shut off water when brushing and [washing](#). Extra credit: install a [low-flow showerhead](#) and [faucet aerator](#) to save up to 65% on the water you normally use.

Wash when full

Save laundry day for full loads— try wearing jeans, pants, and loose tops at least three times before washing. Switch to cold water whenever possible. Heating water takes 90% of the energy used to wash clothes, but cold water works [just as well](#).

Invest in efficiency

When it's time to replace old appliances, choose [energy efficient](#) new ones with Energy Star and WaterSense labels. Front loading washing machines, for instance, can save up to [13 gallons of water per load](#).

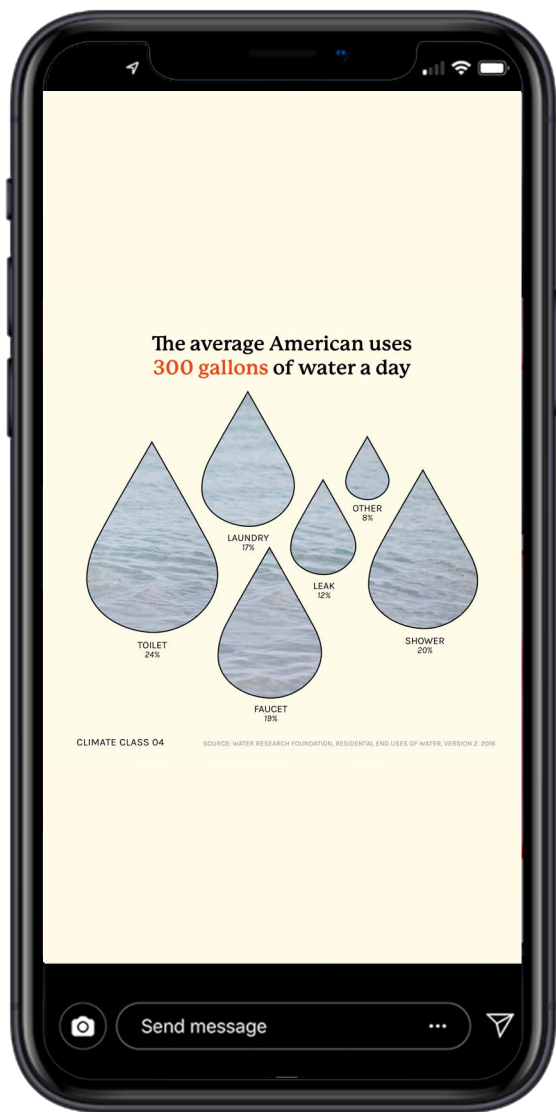
Lower your flow

Toilets have the biggest impact, but low-flow toilets and the [EPA's WaterSense label](#) can save 13,000 gallons a year!

Discover more ways to be energy efficient at home

READ NOW





CLIMATE CLASS

04 ENERGY EFFICIENCY AT HOME

BEST | GERHARTOWN LAUNDROMAT | LONG TRAIL

Replace old bulbs

TRADITIONAL → 85% LESS ENERGY → LED

Weatherize your home

INSULATION | AIR SEALING | MOISTURE CONTROL | PROPER VENTILATION

LESS ENERGY + MONEY SAVED \$

Use powerstrips + unplug

POWERSTRIPS LET YOU EASILY UNPLUG MULTIPLE DEVICES AT ONCE

25% OF ENERGY USED IN HOMES IS FROM DEVICES THAT ARE OFF OR IDLE

CLIMATE CLASS 04 **BIGGEST IMPACT**

Install solar

CLIMATE CLASS 04 **MEDIUM IMPACT**

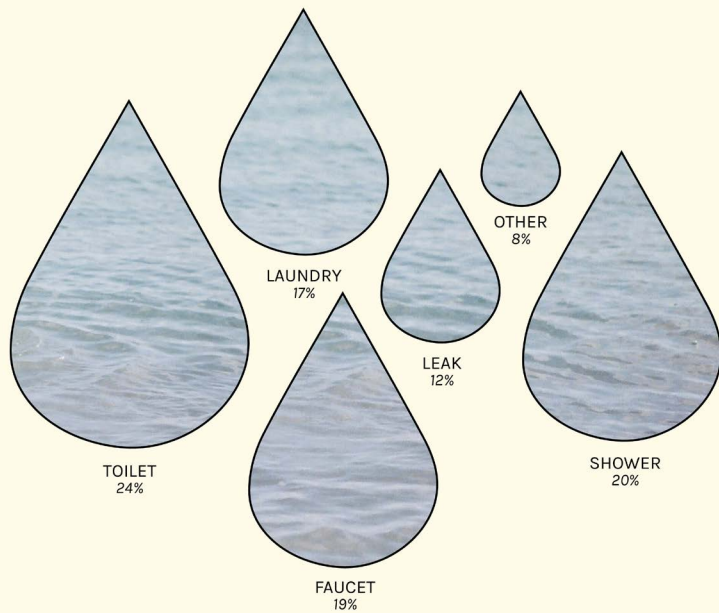
Switch to Clean Electricity Sources

FOSSIL FUELS | CLEAN RENEWABLE ENERGY

SIGN UP WITH A COMPANY LIKE GREEN MOUNTAIN ENERGY

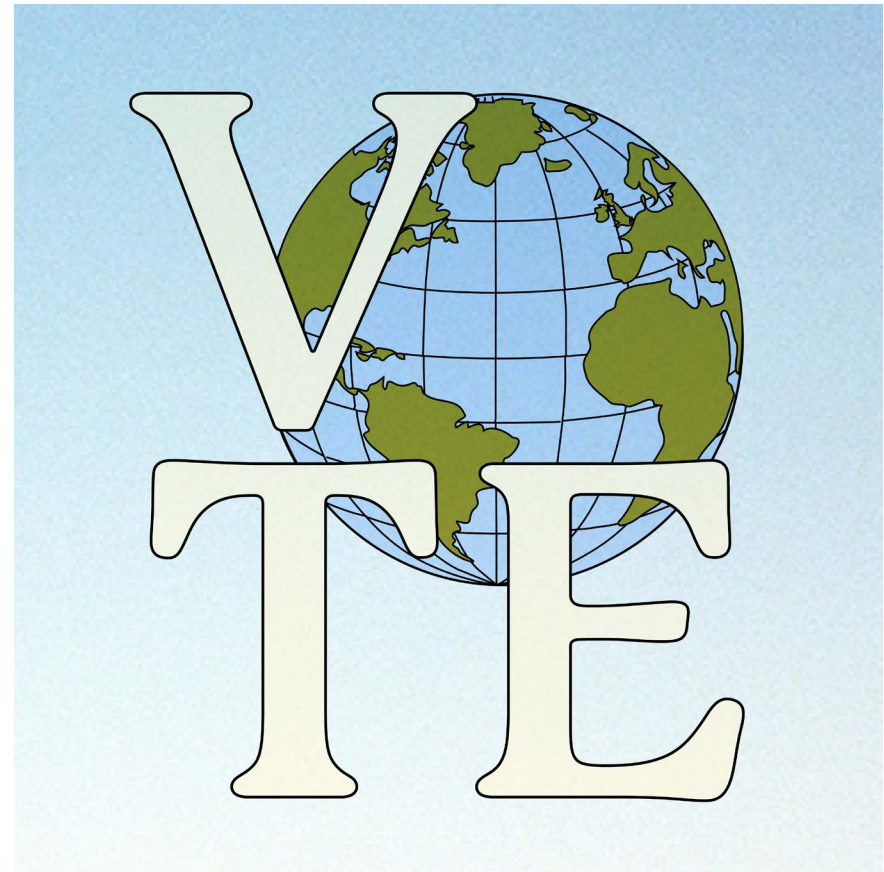
CLIMATE CLASS 04 **MEDIUM IMPACT**

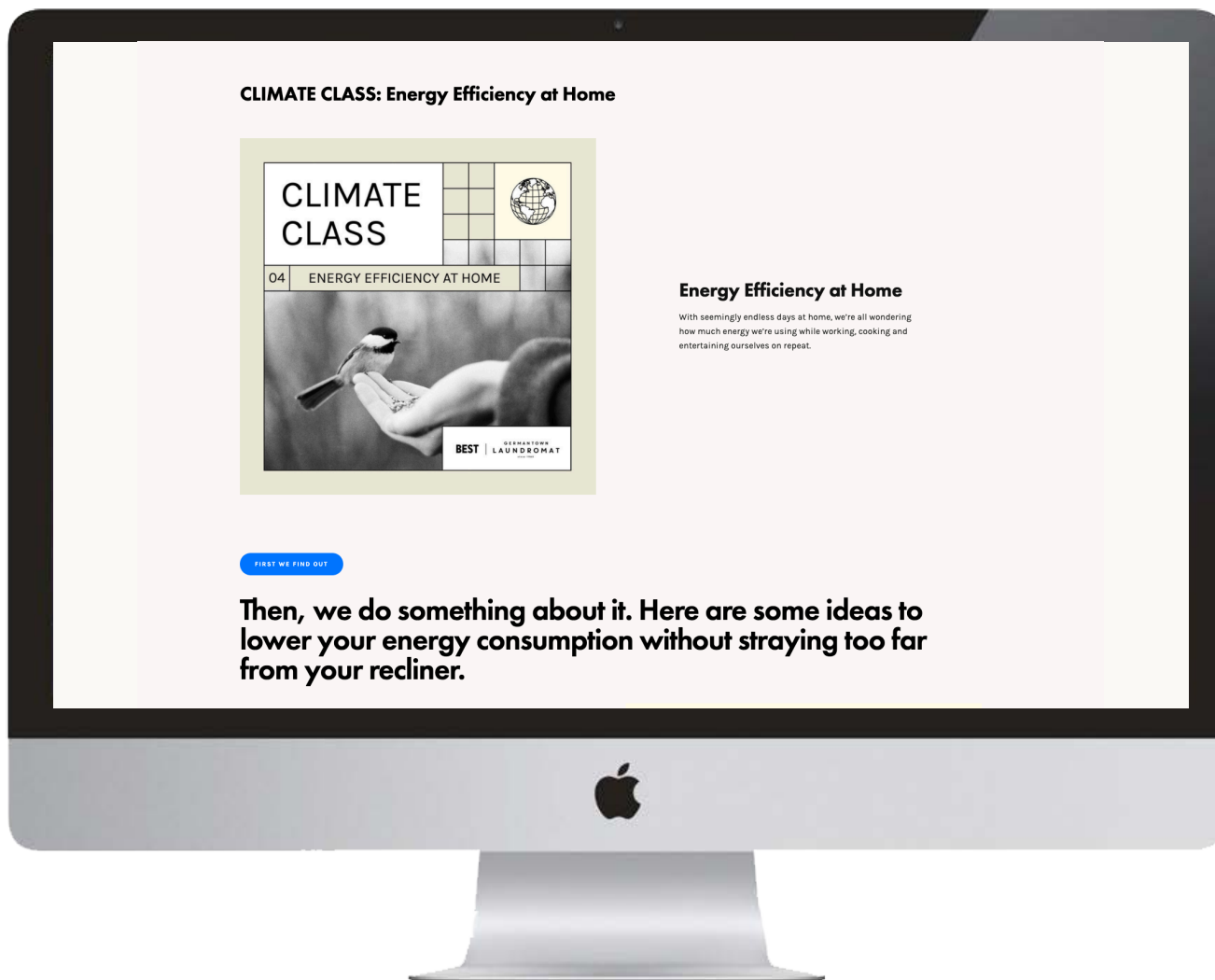
The average American uses
300 gallons of water a day



CLIMATE CLASS 04

SOURCE: WATER RESEARCH FOUNDATION, RESIDENTIAL END USES OF WATER, VERSION 2, 2016





PREPARED BY **BEST**

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