

# NATURAL HOME

David Kooris  
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# Natural Home Magazine

Natural Home offers today's health-conscious, environmentally concerned homeowners the information they need to practice earth-inspired living. Natural Home has brought together the best in home design, earth-friendly décor and natural living. We feature sustainable, healthy homes, decorating tips, and the latest green products and services.

# Mission

“I like to think that Natural Home accomplishes its goals of promoting eco-living and sensitive building without preaching. Rather, we focus on the beauty of this lifestyle through breathtaking photography and intimate portraits of homes that work and the people who build them. We show readers the benefits of choosing natural materials and seasonal, organic food. We let our readers teach us through their own shining examples.

# Head Staff

- Linda Lignon – Publisher
  - In 1990 got Colorado’s “Top 10 Business and Professional Women of the Year”
  - Implemented a Family Leave Act for employees in 1980, a decade before federally mandated
- Robyn Griggs Lawrence – Editor in Chief
  - Three years ago editing a home magazine catering to wealthy 2<sup>nd</sup> homeowners trying to sneak in articles on sustainable living and the environment
  - Coming to Natural Home brought her career into alignment with her beliefs
  - Changing the world begins at home

# Interweave

- Established in 1975
- Publish 7 magazines and many books related to fiber, thread, needlework, and beads
- Focus on natural materials and processes
- A community where information, inspiration, and ideas can be shared

# Market

- “Natural Home’s readers are educated, eco-savvy homeowners whose values and purchasing patterns mirror the Cultural Creatives, a growing market of 50 million individuals who care deeply about healthy living, natural products, and a sustainable economy.”
- Richard Florida *Creative Class*

# Catchment

- Established in 1999
- Distributed bimonthly
- More than 200,000 readers
- Sold in 7,000 retail locations
- Offered in every guestroom at Robert Redford's Sundance Resort and other hotels

# Content Areas

- Nontoxic furnishings and finishes
- Ways to “go green” with your cleaning products
- Earth-friendly remodeling and building methods
- Profiles of sustainable homes
- Gardening and permaculture

# This Bimonthly Issue

- Can This Home Be Greened?
- Try This
- Mud Master
- Human's and Nature
- Green Building Primer
- Habitat for Everyone
- Awakening the Palette

# Things I Liked

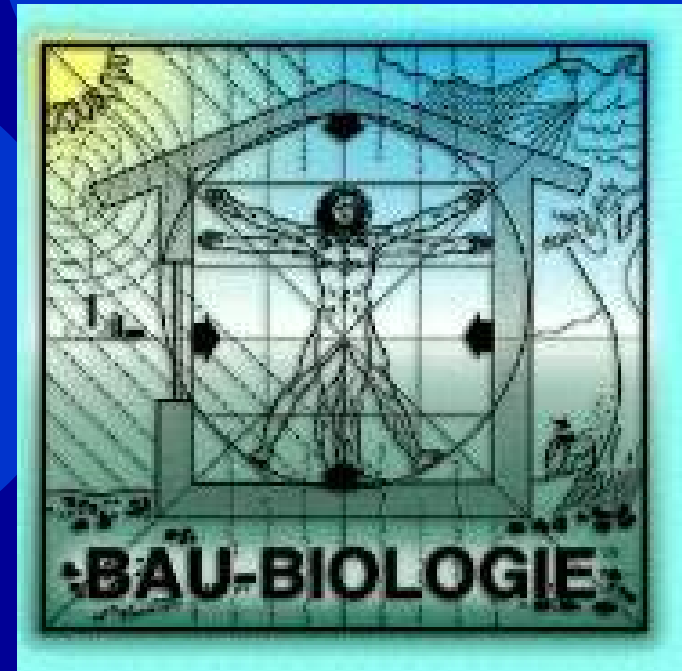
- Rechargeable Lawnmower/ Solar Powered Internet Provider
- Variety of Building Materials
- Green Events
- Eco-Experts / Letters
- Passive Solar
- Teaching About Building Codes
- Urban Gardens
- Info About Products and Organizations

# Things I Didn't Like

- African sculpture for \$85
- Green Globetrotter
- No real mention of exact energy savings or money savings over time, just concentration on beauty of the details
- Season's Eatings

# Building Biology

- Clearwater, Florida 1987
- Bring together technical expertise, biological understanding, and ecological sensitivity to create healthy homes and workplaces
- Main goal is to educate
- Blend health and aesthetics
- Home study courses, online study, and seminars on various subjects from feng shui to building inspection



# Bioneers

- Disseminate environmental solutions and strategies to national and global audiences to educate, inspire and equip individuals, groups, companies and institutions toward effective action to restore the Earth and her peoples
- Develop and spread model economic strategies for ecological agriculture, environmental restoration and community self-reliance that conserve biological and cultural diversity, and that strengthen traditional, indigenous and restorative farming practices
- Promote understanding of the human-nature relationship revitalize our cultural and spiritual connection with the natural world



- Eliminate children's exposure to man-made toxic substances by ensuring everyone's right-to-know what is in the air, food, water, and commercial products
- Increase scientific research, government policies which are more protective of children, and educating and mobilizing individuals around the country



- An organization whose purpose is to promote and encourage the cohousing concept, support both individuals and groups in creating communities, provide assistance to completed groups for improving their systems for living together in community, and provide networking opportunities for those involved or interested in cohousing.
- Cohousing serves
  - Seekers of cohousing communities
  - Groups in the development stages
  - Completed communities
  - Cohousing professionals

# Northwest EcoBuilding Guild

- An association of builders, designers, homeowners, tradespeople, manufacturers, suppliers and others interested in ecologically sustainable building.
- Hold workshops and publish the *Green Pages* to spread the word on green design
- Formed for purposes of networking and exchanging ideas of expertise, its mission is to function as an educational forum to facilitate building practices that protect human health, encourage sustainable resource usage, and foster long-term economic vitality



# Ecology Action

- Promotes environmental issues, mostly recycling
- Rural recycling drop-off center and drop-off/processing center in Austin
- Recycle for large events in Texas
- In 2002 kept 1831 tons of material from going into Central Texas' landfills
- The recycling save energy



# Generation Green

- Provides families with the resources they need to be active in public policy decisions to limit chemical exposure in our environment



# iReuse.org

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- Created to compile a resource documenting the amount of reuse going on in businesses, government agencies, charitable organization, and by individuals and encourage reuse by educating people about different available programs and how to take advantage of them.
- Created as a follow up to the book *Choose to Reuse*



# Midwest Renewable Energy Association

- A network for sharing ideas, resources, and information with individuals, businesses, and communities to promote a sustainable future through renewable energy and energy efficiency
- Working to protect the environment by educating the public about appropriate use of natural resources to meet our energy needs
- Holds an annual fair, workshops, tours of solar homes and businesses, and publishes a quarterly newsletter *ReNews*



- SEI provides education and training to decision makers, technicians and users of renewable energy sources
- 15-year history of education in renewable energy through the Renewable Energy Education Program: workshops at their Colorado training facility
- International project development and management
- Technology transfer programs
- Solar in the Schools
- Int'l Volunteers in Environmentally Sustainable Technologies
- Renewable Energy Training Programs for Women
- Renewable Energy Youth Camp

# Conclusions

- Will reach mainstream readers
- Great resource for green products and organizations (especially from the website)
- Lots of information on toxins in food and home products
- Great examples of alternative, green homes
- Not enough info about direct energy efficiency results
- Some sections have nothing to do with going green

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