Culture Change is unique / Update on Sail Transport Network

Contributed by Jan Lundberg
25 January 2012

In the interests of keeping the show on the road and the doors open, we need you as a supportive reader to help Culture Change cover basic costs in February. Here's why:

At Culture Change we aren't giving our readers and supporters a part-time, share-our-feelings service. No, we are full-time activists living a low-consumptive, engaged lifestyle. Cutting-edge projects have been our hallmark: Pedal Power Produce, banning plastic bags, depaving, initiating or participating in protests, the Sail Transport Network (STN), multi-media materials and events, arts, networking nonstop, and more --
in addition to our journalism. But fundraising can be an uncertain pursuit that cuts into our time as activists.

You may say, "Hey, there's so much free content on the internet." But few websites are of activist organizations with a track record and a long-term vision for fundamental change. As an example of our unique work, here is an update on presenting the Sail Transport Network's agenda and vision for the Monterey Bay and beyond. At the Santa Cruz City Council meeting of January 24, 2012, on the occasion of the Draft Presentation of the Climate Action Plan, we seemed to have made a difference:

As the City of Santa Cruz -- known as much for its being a progressive town politically as it is for its good surfing -- aims to cut its greenhouse gases, some goals are too modest, such as cutting within-town car-trips' emissions by only 10% by 2020. So I took three minutes to chime in on transportation:

"If I can stress two words to add the Plan, here they are: Sail power."

Here are the other points I managed to make, after identifying myself as "Jan Lundberg, with CultureChange.org and the Sail Transport Network. I'm a former oil industry analyst who would like to comment on transportation:"

- You can sail from Santa Cruz and Monterey in a monohull faster than taking public buses.
- It's an ocean Sanctuary, so we need to honor and enjoy the ocean. Picture tall ships at our wharf.
- Sail power is the cleanest, most efficient energy: wind over the water, but it isn't considered a factor as a technology or industry in either Washington, D.C. or our innovative region.
- World trade is based on the dirtiest oil, bunker fuel. Sixteen of the biggest cargo ships spew out as much air pollutants such as sulfur as all the world's cars. [Council members groaned at this bad news]
- Today's cargo ships have slowed down to 15 knots, the speed of the clipper ships 150 years ago. [Hmm..!]
- You appreciate your organic coffee, but what about how it is brought to you? [Uhh...]
- One way for sail power to get going is through climate protection. The UN meeting in Durban was a flop, but fortunately there is a way to bring about meaningful action:
- A debt-for-nature swap between the U.S. and China would be sort of like the deals made to protect rainforest in South America. The U.S. is greatly indebted to China, but if we cut our carbon emissions and let China take the credit, that country can benefit from future Kyoto requirements on emissions, simply by writing off a good portion of U.S. debt. Overdue U.S. energy-conservation policies plus local incentives that save energy and cut carbon emissions would make this treaty happen. [background articles on Culture Change]

We'll follow up with the City's climate action coordinator, Ross Clark, who received my business card. I mentioned to our communiity's pedal-power leader at the meeting, Micah Posner, that bikes and bike-carts would be the land linkage to sailing ships calling. Video of my Council presentation will be available soon at Sail Transport Network, where we'll also post the City's Climate Action Plan along with further progress on injecting sail power into the Plan. Does your city have a climate action plan, and does it factor in pedal power and sail power to the extent you feel necessary for the post-oil future?

Lastly, a recent report of ours has gotten all over the Internet, thanks largely to Organic Consumers Association: Direct Fossil Fuel Subsidies Worldwide: Half a Trillion Dollars Annually - commentary and findings It's unusual for its critique of assumptions on civilization.

You can support the work of Culture Change and the STN -- and our common future -- by donating online A tax-deductible donation in the form of check or money order can be sent to the address below, payable to "Culture Change/GVI". Thank you,

Jan Lundberg

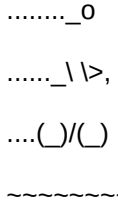
* * * * *

Culture Change

Sail Transport Network

P.O. Box 3387, Santa Cruz, CA 95063 USA

tel./fax: 1-215-243-3144

Send feedback to info@culturechange.org Please don't hit Reply.

Have a friend sign up for Culture Change Letters for free using this link . All that's necessary to fill out is the email address field!