

# Be the Change Resource Guide

***Be the Change*** explores the motivations for, and the challenges and rewards of, trying to live more lightly. In it, Living Lightly Project founder David Chernushenko sets out to find and talk to people who are choosing to live more sustainably.

These people show that we can all make a difference by making smarter choices, whether as simple as composting or as ambitious as building an off-grid home. They also show that people who choose to live lightly represent a broad cross-section of society. They come from diverse age groups as well as professional and socio-economic backgrounds. They live in urban, suburban and rural areas. And they each cite different motivations and methods for living lightly.

What the subjects do have in common is a desire to share their ideas and act as positive role models to show others that living more sustainably is neither difficult nor unusual.

***Be the Change*** doesn't have all the answers. In fact, the film raises many new questions by opening people's eyes to the possibilities for living lightly. This resource guide offers suggestions for presenting the film, and guidance for lessons and discussions that can follow a screening.

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# 1. Host A Screening

If you want to "be the change" by helping to spread the film's positive message, we invite you to organize a screening in your community, classroom, workplace, living room or anywhere else you can think of.

Here are some tips for hosting a successful event:

## 1. Set a goal

Think about why you want to share Be the Change with other people. Do you want to educate? Increase awareness? Promote discussion and debate? Raise funds for a charity or non-profit group? Defining the purpose of your screening will help guide your planning.

## 2. Define your audience?

Do you want to screen the film for a classroom? Your family and friends? Your neighbours? Your church group? Your colleagues? A club or association? The public? It's a good idea to consider who you want to see the film so you can plan accordingly. And remember that a mixed crowd can

## 3. Choose a date and time

Schedule your screening for when the majority of your audience will be able to attend. Check to make sure there are no conflicting events planned for the same time. Remember to give yourself enough time to prepare for the event, and your audience/guests enough notice — at least two weeks.

## 4. Choose a place

It could be your living room, a community centre or a theatre. Make sure the venue suits the audience — it should be neither too big nor too small, and it should be conveniently located and accessible by public transportation. Make sure the venue has appropriate equipment: a screen and projector, chairs, etc.

## 5. Spread the word

Send invitations to your guests or publicize the screening via email, advertising, a media advisory, public service announcements, posters, etc.

## 2. Screening Suggestions

### 1. Full film (55 minutes) without subtitles

There is a lot of key information in the opening sequence, so be sure to have the sound levels adjusted and people seated quietly before starting. Also, following the credits at the end of the film, there are some amusing bloopers and interesting information about how the film was made in a “green” way. You may want to encourage the audience to watch through to the end.

### 2. Full film (55 minutes) with English subtitles

You will want to screen the film with subtitles for groups where there may be people with hearing impairments, where the quality of the loudspeakers is poor, or where the room is noisy.

### 3. Full film (55 minutes) with French subtitles

This option allows the film to be enjoyed by unilingual francophones, by francophones with limited English, and by viewers who may be trying to learn French.

### 4. Selected scenes

When faced with time constraints, or when screening *Be the Change* for a younger audience or a group with a shorter attention span, consider selecting some key scenes, and leaving out others.

### 5. Post-screening discussion

***Be the Change*** is a provocative film that raises complex issues that many viewers may want to discuss afterwards. Consider setting aside some time for a post-film discussion. This part of the program can be led by a teacher, facilitator, guest speaker or a panel of local activists with a moderator, but be sure to allow the audience to comment and to participate in the discussion.

### **3. Suggested Audiences**

#### **1. General Audience**

Show the full film, followed by a discussion using a facilitator, or a panel with moderator.

#### **2. Classroom (junior high, high school or post-secondary)**

Teachers can show the full film, or selected scenes, then engage the class in a discussion.

They may also create homework assignments based on the film.

#### **3. Corporate Audience**

Show the full film, or a condensed version, followed by a discussion using a facilitator or a panel with moderator.

## 4. Discussion Points

- What does quality of life mean to you? How would you measure it?
- What five simple changes in your daily habits could you make today to live more lightly?
- Would those changes improve your quality of life or improve the lives of those around you?
- What is keeping you from making those changes? What would it take to get you to make those changes?
- Does guilt drive people to take action? Does fear?
- Do incentives or encouragement drive people to take action?
- Is living lightly a moral or spiritual issue for you, or is it a practical or financial issue?
- How can everyday actions and decisions make a difference?
- Which is more important to you: A low price or a small environmental impact?
- Do we live in a consumer society? What does that mean, and is it a good or a bad thing, or both?
- Mahatma Ghandi said: “Be the change you wish to see in the world?”
- Who was Mahatma Ghandi, and what did he mean by that phrase?
- What kind of personal power do you have to “be the change”?
- What is urban gardening? Does it require a lot of space? How can urban gardening help the environment?
- What is composting? How does that help the environment?
- Why is a natural riverbank/shoreline more environmentally friendly than retaining walls and lawns?
- Is country living more or less sustainable than city living? How about the suburbs?
- Why is increased density a good thing? In what ways is it a bad thing?

- What makes a building healthy?
- Is an off-grid house necessarily more sustainable than an efficient house that is connected to the electricity grid?
- How can businesses be more socially responsible?
- What is leadership and where can we find it?
- Should politicians and industry be leading us to live more lightly? How?

## 5. Activities

To come

## 6. Terminology

<b>Activist/activism</b>	An activist is a person who takes action to bring about social or political change. This action can take many forms, including letter writing campaigns, rallies, strikes, boycotts, advertising, blogging and even guerrilla tactics. While activism is often considered synonymous with protesting and dissent, activism can also bring about change in a positive way, such as leading by example.
<b>City gardening/ urban gardening</b>	The practice of growing flowers, fruits, vegetables and herbs in urban areas. City gardeners make the most of small spaces to produce food as well as green their neighbourhoods.
<b>Co-housing</b>	Communities that are owned and managed jointly by residents, with common facilities that. Cohousing combines the advantages of private homes with the economic and social benefits of shared sharing resources, space and items.
<b>Composting</b>	The practice of collecting organic household and garden waste in a container or large pile and allowing it to decompose. Composting not only reduces the amount of garbage sent to landfills, but the end product can be spread on gardens to return nutrients to the soil.
<b>Consumerism/ consumer society</b>	The practice of equating of personal happiness with the purchase and consumption of material possessions. A consumer society is one that promotes this idea and considers ever-increasing consumption to be advantageous to the economy.
<b>Dry toilet</b>	Any toilet that does not require water to function. Dry toilets range from simple pit latrines to complex systems that compost waste matter.



<b>Grey water</b>	Wastewater generated from domestic sanitation processes such as bathing, washing dishes and laundry and bathing, but not including toilet waste (which is called blackwater). Greywater can be collected and reused, for example to irrigate gardens.
<b>LEED certification</b>	The Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed by the U.S. Green Building Council (USGBC), sets standards for environmentally sustainable construction. Buildings are rated Certified, Silver, Gold or Platinum according to technical criteria that include construction materials and practices, site selection, development density, availability of public and alternative transportation, water and energy efficiency, use of renewable energy, stormwater management, indoor air quality, etc.
<b>Lifecycle cost</b>	The full cost of products or services over their entire existence, including raw material production, refining, manufacturing, distribution/transportation, use and disposal. Lifecycle cost takes into account not just financial costs but also environmental damage, land use and resource depletion.
<b>Living lightly</b>	The act of making sustainable choices in an effort to reduce one's environmental footprint. Living lightly implies a hopeful approach that relies on setting a positive example, rather than inducing guilt or cajoling others to change their habits.
<b>Off-grid home</b>	An autonomous, self-sufficient home that does not rely on public utilities such as a municipal water supply, sewer, natural gas or purchased electricity. An off-grid house may not use any electricity at all, but more commonly uses electrical power that is generated on-site with renewable energy sources such as solar or wind, or with a generator.

<b>Organic food</b>	Food produced without the use of conventional pesticides, artificial fertilizers, human waste or sewage sludge, and processed without ionizing radiation or food additives. Organic meat comes from livestock reared without the routine use of antibiotics or growth hormones. In most countries, organic produce may also not be genetically modified.
<b>Passive solar design</b>	Construction that relies on the sun's daily and yearly cycles to maintain a comfortable interior temperature, thus reducing the need for active heating and cooling systems such as furnaces and air conditioners.
<b>Phosphates</b>	Inorganic compounds found in many dishwasher detergents. Phosphates have been eliminated from laundry detergents in North America, Japan and most of Western Europe. Phosphates boost cleaning power, but their release into waterways through sewer systems causes algal blooms that harm other aquatic life.
<b>Photovoltaic energy</b>	Sunlight that is converted to electricity using photovoltaic or solar cells. Photovoltaic (PV) cells, also called solar cells, are semiconductor devices usually made of silicon.
<b>Seed saving</b>	The practice of collecting and saving seeds from one's garden at the end of the growing season to plant the next year's crop. Traditional beans, tomatoes, lettuce and peppers are among the best candidates for seed saving, while hybrid varieties usually produce sterile seeds that won't grow.
<b>Sustainability</b>	The capacity to maintain a state or a practice indefinitely by avoiding environmental damage or the depletion of natural resources.
<b>Sustainable trail</b>	A hiking, mountain biking or other trail that is constructed and maintained in a way that minimizes the impact on the environment, i.e. plant damage, erosion, water flow.

**TV toys** Children's toys advertised on television in commercials that are deceptive yet very persuasive, and often promise more than the toys can deliver.

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**Urban infill** Construction on land within existing urban boundaries, especially obsolete or underused buildings and plots of land that are redeveloped as part of a neighbourhood renewal effort.

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**Wind turbine** A turbine with rotating blades or a vaned wheel that generates electricity when rotated by the wind.

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**Workplace environmentalism** Organized or informal effort to introduce sustainable practices in the workplace, such as paper recycling or energy efficiency.

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## 7. Resources and Links

### RELATED FILMS

*Escape from Suburbia*

*End of Suburbia*

*The Garbage Warrior*

*The Power of Community: How Cuba Survived Peak Oil*  
([www.powerofcommunity.org](http://www.powerofcommunity.org))

*The Story of Stuff* ([www.storyofstuff.com](http://www.storyofstuff.com))

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### RELATED BOOKS

***Cradle to Cradle***, William McDonough and Michael Braungart  
[www.mcdonough.com/cradle\\_to\\_cradle.htm](http://www.mcdonough.com/cradle_to_cradle.htm)

***Good News for a Change***, David Suzuki and Holly Dressel  
[www.douglas-mcintyre.com/book/9781550549263](http://www.douglas-mcintyre.com/book/9781550549263)

***Green for Life: 200 Simple Eco-ideas for Every Day***, Gillian Deacon  
[www.penguin.ca/nf/Book/BookDisplay/0,,9780143168430,00.html](http://www.penguin.ca/nf/Book/BookDisplay/0,,9780143168430,00.html))

***Life, Money and Illusion***, Mike Nickerson  
[www.flora.org/sustain/LMI/lmisummary.html](http://www.flora.org/sustain/LMI/lmisummary.html)

***The Geography of Hope***, Chris Turner  
[www.thegeographyofhope.com](http://www.thegeographyofhope.com)

***The Upside of Down***, Thomas Homer-Dixon  
[www.theupsideofdown.com](http://www.theupsideofdown.com)

***The Transition Handbook: From Oil Dependency to Local Resilience***, Rob Hopkins  
[www.transitionculture.org](http://www.transitionculture.org)

***Deep Economy: The Wealth of Communities and the Durable Future***, Bill McKibben  
[www.billmckibben.com/deep-economy.html](http://www.billmckibben.com/deep-economy.html)

***Small Is Beautiful: Economics As If People Mattered***, E. F. Schumacher

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## RELATED WEBSITES

**Center for A New American Dream** Promoting responsible consumption  
[www.newdream.org](http://www.newdream.org)

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**David Suzuki Foundation**  
[www.davidsuzuki.org](http://www.davidsuzuki.org)

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**Green and Gold** Sustainable sports consulting  
[www.greengold.on.ca](http://www.greengold.on.ca)

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**Green Energy TV**  
[www.greenenergytv.com](http://www.greenenergytv.com)

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**Greenspill / Vert Dire** A bilingual webzine of views and news on going green  
<http://vertdire.greenspill.ca>

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**Efficiency** Make your town climate friendly  
[www.greenpeace.org.uk/files/efficiency/index.html](http://www.greenpeace.org.uk/files/efficiency/index.html)

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**iGreenBuild.com** Green Building & Environmental Video Clips  
[www.igreenbuild.com](http://www.igreenbuild.com)

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**My Sustainable Canada** Make the connection between your purchase and our planet  
[www.mysustainablecanada.org](http://www.mysustainablecanada.org)

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**New Economics Foundation (UK)** Independent think-and-do tank that inspires and demonstrates real economic well-being  
[www.neweconomics.org/gen](http://www.neweconomics.org/gen)

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**No Impact Man**  
<http://noimpactman.typepad.com>

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**Otesha Project** Sustainability in action  
[www.otesha.ca](http://www.otesha.ca)

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**Pembina Institute**  
[www.pembina.org](http://www.pembina.org)

Innovative research, education,  
consulting and advocacy to advance  
sustainable energy solutions

**Positive News**  
[www.positivenews.org.uk](http://www.positivenews.org.uk)

Reporting on the people, events and  
influences that are helping to create a  
more positive future

**Sustainable Everyday**  
[www.sustainable-everyday.net](http://www.sustainable-everyday.net)

Open web platform to stimulate social  
conversation on possible sustainable  
futures

**The E. F. Schumacher Society**  
[www.smallisbeautiful.org](http://www.smallisbeautiful.org)

Educational non-profit organization that  
promotes applying the values of human-  
scale communities and respect for the  
natural environment to economic issues

**The Good Life**  
[www.wwf.ca/thegoodlife](http://www.wwf.ca/thegoodlife)

**Transition Culture**  
<http://transitionculture.org>

**Unstuffed**  
[www.unstuff.blogspot.com](http://www.unstuff.blogspot.com)

A place to record the adventures of my  
Buy Nothing New Year

**Weconserve**  
[www.weconserve.ca](http://www.weconserve.ca)

Tools to build and catalyze a united  
conservation movement

**World Changing**  
[www.worldchanging.com](http://www.worldchanging.com)

Change your thinking

## 8. Share the Film with Others

We encourage you to share the film with others, but the following legal conditions must be respected:

**Public screenings:** You can show ***Be the Change*** as long as it is not for profit, and provided the screening DVD is an original, and not a downloaded or pirated copy. You are not required to pay licensing fees or sign a screening contract as long as the event is not for profit. We don't mind if you charge a small amount for admission if it's to cover your costs or to fundraise for a non-profit group. We would welcome a donation from your proceeds to the Living Lightly Project.

**Commercial screenings:** Commercial screenings of ***Be the Change*** require either a screening agreement (with a fee to be paid) or a revenue-sharing agreement. Contact David Chernushenko (see below).

**TV:** Broadcasters interested in airing ***Be the Change*** should contact us directly. Broadcasters may air an excerpt of no more than one minute if it is in the context of an interview, review or news story.

**Online:** You may not upload ***Be the Change*** in whole or in part to any Web site or otherwise make it available online without our permission. Please contact us.

**Making copies:** Copying the ***Be the Change*** DVD is not permissible under any circumstance. If you wish to purchase multiple copies, please contact us for a discounted rate.

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Contact the Living Lightly Project and the Producer/Director of ***Be the Change***:

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