

WHO WE ARE

Institutional information

Name of the organization: PRESERVE PLANET
Mailing address: P.O. Box 142-7050, Cartago, Costa Rica
Phone: +506 2574-6816
Fax: +506 2574-6010
E-mail: info@preserveplanet.org
Representative: Luis Diego Marin Schumacher -
Coordinator
E-mail: luisdiego@preserveplanet.org

Preserve Planet is a non-governmental, non-religious, private, apolitical, and non-profit organization founded to fight for the conservation and protection of nature through direct action, supported by environmental education programs.

The Association is affiliated at the international level with Earth Action Network, International network of Writers for the Earth, IUCN and World Society for the Protection of Animals. Nationally with Coalición Costarricense Por Las Ballenas, Frente Nacional Por Los Bosques, and CBSS Corredor Biológico San Juan - La Selva.



WELCOME

We cordially welcome you to join the segment of people who are laying the foundations for the most important social movement of this millennium.

The modern world has forgotten the need for its origins, treating nature as if it were something inert, with no inner world, nothing more than an object to be used.

We have forgotten the simple truth that Earth is primary and we come from her. Science shows us a living Universe, a great organic fabric in which everything is interrelated and interdependent, where humanity is one more element among this great biodiversity.

If you compare a human embryo with that of another vertebrate (fish, chicken, rat, tiger, or dog, for example), only an expert could easily distinguish between them. DNA shows how deeply related we are with all of the other species.

WE ARE NATURE. What we need to recognize first of all is that human beings are nature. As a species and as individuals, we are born of the material world. Just like every other inhabitant of this planet, we are descendents of the first microbes that emerged four billion years ago.

We and all living beings are relatives. Each of the trillions of cells in our bodies contains the genetic memory of our species' evolution and of our relation with all the other earthly organisms.

The modern world feels little need to seek balance with nature. We live fast-paced lives, deeply engrossed in external tasks, paying little attention to our inner world and the living systems that sustain us.

The critical environmental situation throughout Earth demands rapid intervention by humanity. We are at an historic crossroads. There has never been a moment so dangerous and yet so promising: we are the first species to hold our evolution in our own hands.

We are the ones who are guilty of all this destruction. It is our responsibility to stop the devastation, to change things—not only for our own wellbeing and for future generations of humans, but for the wellbeing of Mother Earth and all the forms of life who live on her.

A change of behavior is necessary in order to eliminate the idea of materialism and pursuit of wealth, and begin to transform an erroneous model of development. It is an opportunity for greatness that no other civilization has ever

had. This generation has the capacity to do the right thing, but if it doesn't take advantage of this opportunity to act, we could end up being the most despicable generation ever to exist in the history of our species. Just like a parachute, intelligence only functions if it is opened, and too many human beings are hanging on to ignorance.

A great many people are too locked into their fight for survival to have any options about lifestyle, but a large part of the world's population can choose how to live. Visitors to this website most likely belong to the second group, and it will be useful for them to know they can do their part to help the earth's environment through what we have called "The Power of One".

Talking about the future is only meaningful if it spurs us to act now.

Application of the Power of One® means that many people are changing their daily habits in favor of good practices for the environment.

Allow us to give you the best advice available through the audiovisual materials we broadcast over local and international television and radio. Become a virtual global member and visit the information galleries in this site.

Wouldn't you like to be a part of this process for life?

But we have to get started now!

Luis Diego Marín Schumacher.
Coordinator

ACTIONS AND CAMPAIGNS

INTERNATIONAL ENVIRONMENTAL EDUCATION PROGRAM:



Environmental education is a part of everything we do, mainly by transmitting messages through a variety of media, including television, radio, and print.

Preserve Planet integrates a network of Internet members all over the globe, Thousands of people at this moment, who receive periodic information about environmental issues and often give their support to exert pressure for specific causes. It also organizes lectures, workshops, and talks in communities, high schools and universities.



Adequate solid waste management:

Preserve Planet strongly recommends managing trash properly, recycling waste and minimizing use of plastic.

Beach bottle campaign

The aim is for people to reduce their consumption of contaminating bottles and plastic bags. The campaign promotes the use of returnable glass bottles since these are non-contaminating and can be used several times. Likewise, cloth bags can be used instead of those made of plastic.

Other goals of the campaign:

=> Position the problem of plastic contamination at the forefront of social, scientific, economic and political debate around the world

=> Provide a platform so that people and institutions can share resources, coordinate efforts and explore synergies and joint strategies to reduce contamination from plastic, with a special emphasis on using and getting rid of products

=> Raise citizens' awareness so they stop consuming disposable plastic and give up the bad habits of our "throwaway" culture that are poisoning our land and oceans. Encourage a new culture of sustainability.

=> Demand that business and government implement new ways of designing, recovering and disposing of plastics responsibly

=> Educate citizens about the threat plastic poses to their health and to the wellbeing of the planet and its inhabitants

=> Promote study of plastic contamination and possible solutions

Campaign against Environmental Contamination and Global Warming:



Preserve Planet carries out a permanent campaign on global warming, especially against contamination generated by fossil fuels, and exerts pressure to encourage the use of non-polluting substitutes.

By applying "The Power of One," we contribute ideas in the search for solutions to this grave problem facing the entire planet.

Campaign against Petroleum Use:



The use of petroleum during the last 100 years is the main cause of global warming.

Preserve Planet promotes the search for sources of clean energy. We are categorically opposed to petroleum use.

Campaign on Marine Issues:



Currently hundreds of thousands of sharks are being annihilated for their fins, mainly by fishing companies in the Orient.

The pressure from countries like Japan to make hunting of different species legal is very strong, and many cetaceans are being massacred by whalers at this moment. In coordination with other organizations, we organize campaigns to tackle the serious problems that are causing many species to be faced with extinction.

Campaign against Trade of Wild Species



After drugs and arms, trafficking of wild species is the third largest illegal trade in the world, generating ten billion dollars a year. *Preserveplanet.org* works hard to campaign against this problem through public denouncement in the media, mass information, and environmental education programs.

We have achieved some great successes in the fight to prevent this problem in recent years, and are part of a commission called "AURA" that is dedicated to animal rescue.

Our medium-term goal is for people to stop keeping wild animals, and where wild animals are already being kept in captivity, that once they die people will replace them with domesticated animals like cats and dogs.

Campaign against sport hunting:



Since there are no serious scientific studies demonstrating that species currently hunted are not in danger, we campaign hard against the practice of sport hunting.

The philosophy of our organization is that killing any form of life just for pleasure is unethical. Through AURA we are also pushing for a new Wildlife Law that would make sport hunting illegal.

Campaign for the protection and restoration of forests:



On Planet Earth, 60 hectares are deforested per minute, equal to 86,000 hectares a day, 341 million hectares a year, a persistent problem involving powerful economic and political interests. *Preserve Planet* carries out an intensive campaign to combat destruction of the planet's last tropical forests.

We are also working in a pilot program to restore ecosystems in urban zones.

Applying the Power of One in:

Homes
Offices
Stores
Businesses
Hotelry
Bars and restaurants
Farms
Hospitals, clinics and pharmacies
Print shops

GUIDES FOR APPLYING THE POWER OF ONE

Application of the Power of One ® means that many people change their daily habits and practice good environmental practices.

The environment is capturing more and more attention from both governments and civil society. There is growing concern about generation of residues, consumption of water and energy, extinction of species, use of dangerous products, and other issues.

Greater and greater value is being placed on measures in homes and places of work, recreation and study in an attempt to improve the environmental situation.

To achieve a global effect on the natural world around us, we must first act at the local and individual level (the "Power of One").

The Guides for Applying the Power of One are designed for this very purpose, providing tips on good environmental practices in:

Homes
Offices
Stores
Businesses
Hotelry
Bars and restaurants
Farms
Hospitals, clinics and pharmacies
Print shops

Aimed at the general public, the object of this information is to contribute toward change in attitudes and modification of habits by offering and encouraging alternatives that are easy to apply and help keep our natural surroundings clean.

The implementation of good environmental practices will lead to a form of consumption that is sustainable, through the reduction and wise use of water, raw materials and energy resources.

Such practices also lower the amount of residue generated, while facilitating its re-use and recycling.

There is no doubt that all these measures help tackle the growing deterioration of the environment.

In addition to the environmental benefits, these actions also mean improved quality of life for people since using raw materials, water and energy wisely benefits their economy, while also improving the image of their home or workplace.

We hope that these guides provide everyone with a practical tool to improve environmental conduct through the application of down-to-earth recommendations for environmental conservation.

The Earth Charter

PREAMBLE

We stand at a critical moment in Earth's history, a time when humanity must choose its future. As the world becomes increasingly interdependent and fragile, the future at once holds great peril and great promise. To move forward we must recognize that in the midst of a magnificent diversity of cultures and life forms we are one human family and one Earth community with a common destiny. We must join together to bring forth a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace. Towards this end, it is imperative that we, the peoples of Earth, declare our responsibility to one another, to the greater community of life, and to future generations.

Earth, Our Home

Humanity is part of a vast evolving universe. Earth, our home, is alive with a unique community of life. The forces of nature make existence a demanding and uncertain adventure, but Earth has provided the conditions essential to life's evolution. The resilience of the community of life and the well-being of humanity depend upon preserving a healthy biosphere with all its ecological systems, a rich variety of plants and animals, fertile soils, pure waters, and clean air. The global environment with its finite resources is a common concern of all peoples. The protection of Earth's vitality, diversity, and beauty is a sacred trust.

The Global Situation

The dominant patterns of production and consumption are causing environmental devastation, the depletion of resources, and a massive extinction of species. Communities are being undermined. The benefits of development are not shared equitably and the gap between rich and poor is widening. Injustice, poverty, ignorance, and violent conflict are widespread and the cause of great suffering. An unprecedented rise in

human population has overburdened ecological and social systems. The foundations of global security are threatened. These trends are perilous—but not inevitable.

The Challenges Ahead

The choice is ours: form a global partnership to care for Earth and one another or risk the destruction of ourselves and the diversity of life. Fundamental changes are needed in our values, institutions, and ways of living. We must realize that when basic needs have been met, human development is primarily about being more, not having more. We have the knowledge and technology to provide for all and to reduce our impacts on the environment. The emergence of a global civil society is creating new opportunities to build a democratic and humane world. Our environmental, economic, political, social, and spiritual challenges are interconnected, and together we can forge inclusive solutions.

Universal Responsibility

To realize these aspirations, we must decide to live with a sense of universal responsibility, identifying ourselves with the whole Earth community as well as our local communities. We are at once citizens of different nations and of one world in which the local and global are linked. Everyone shares responsibility for the present and future well-being of the human family and the larger living world. The spirit of human solidarity and kinship with all life is strengthened when we live with reverence for the mystery of being, gratitude for the gift of life, and humility regarding the human place in nature.

We urgently need a shared vision of basic values to provide an ethical foundation for the emerging world community. Therefore, together in hope we affirm the following interdependent principles for a sustainable way of life as a common standard by which the conduct of all individuals, organizations, businesses, governments, and transnational institutions is to be guided and assessed.

PRINCIPLES

I. RESPECT AND CARE FOR THE COMMUNITY OF LIFE

1. Respect Earth and life in all its diversity.

a. Recognize that all beings are interdependent and every form of life has value regardless of its worth to human beings.

b. Affirm faith in the inherent dignity of all human beings and in the intellectual, artistic, ethical, and spiritual potential of humanity.

2. Care for the community of life with understanding, compassion, and love.

a. Accept that with the right to own, manage, and use natural resources comes the duty to prevent environmental harm and to protect the rights of people.

b. Affirm that with increased freedom, knowledge, and power comes increased responsibility to promote the common good.

3. Build democratic societies that are just, participatory, sustainable, and peaceful.

a. Ensure that communities at all levels guarantee human rights and fundamental freedoms and provide everyone an opportunity to realize his or her full potential.

b. Promote social and economic justice, enabling all to achieve a secure and meaningful livelihood that is ecologically responsible.

4. Secure Earth's bounty and beauty for present and future generations.

- a. Recognize that the freedom of action of each generation is qualified by the needs of future generations.*
- b. Transmit to future generations values, traditions, and institutions that support the long-term flourishing of Earth's human and ecological communities.*

In order to fulfill these four broad commitments, it is necessary to:

II. ECOLOGICAL INTEGRITY

5. Protect and restore the integrity of Earth's ecological systems, with special concern for biological diversity and the natural processes that sustain life.

- a. Adopt at all levels sustainable development plans and regulations that make environmental conservation and rehabilitation integral to all development initiatives.*
- b. Establish and safeguard viable nature and biosphere reserves, including wild lands and marine areas, to protect Earth's life support systems, maintain biodiversity, and preserve our natural heritage.*
- c. Promote the recovery of endangered species and ecosystems.*
- d. Control and eradicate non-native or genetically modified organisms harmful to native species and the environment, and prevent introduction of such harmful organisms.*
- e. Manage the use of renewable resources such as water, soil, forest products, and marine life in ways that do not exceed rates of regeneration and that protect the health of ecosystems.*
- f. Manage the extraction and use of non-renewable resources such as minerals and fossil fuels in ways that minimize depletion and cause no serious environmental damage.*

6. Prevent harm as the best method of environmental protection and, when knowledge is limited, apply a precautionary approach.

a. Take action to avoid the possibility of serious or irreversible environmental harm even when scientific knowledge is incomplete or inconclusive.

b. Place the burden of proof on those who argue that a proposed activity will not cause significant harm, and make the responsible parties liable for environmental harm.

c. Ensure that decision making addresses the cumulative, long-term, indirect, long distance, and global consequences of human activities.

d. Prevent pollution of any part of the environment and allow no build-up of radioactive, toxic, or other hazardous substances.

e. Avoid military activities damaging to the environment.

7. Adopt patterns of production, consumption, and reproduction that safeguard Earth's regenerative capacities, human rights, and community well-being.

a. Reduce, reuse, and recycle the materials used in production and consumption systems, and ensure that residual waste can be assimilated by ecological systems.

b. Act with restraint and efficiency when using energy, and rely increasingly on renewable energy sources such as solar and wind.

c. Promote the development, adoption, and equitable transfer of environmentally sound technologies.

d. Internalize the full environmental and social costs of goods and services in the selling price, and enable consumers to identify products that meet the highest social and environmental standards.

e. Ensure universal access to health care that fosters reproductive health and responsible reproduction.

f. Adopt lifestyles that emphasize the quality of life and material sufficiency in a finite world.

8. Advance the study of ecological sustainability and promote the open exchange and wide application of the knowledge acquired.

a. Support international scientific and technical cooperation on sustainability, with special attention to the needs of developing nations.

b. Recognize and preserve the traditional knowledge and spiritual wisdom in all cultures that contribute to environmental protection and human well-being.

c. Ensure that information of vital importance to human health and environmental protection, including genetic information, remains available in the public domain.

III. SOCIAL AND ECONOMIC JUSTICE

9. Eradicate poverty as an ethical, social, and environmental imperative.

a. Guarantee the right to potable water, clean air, food security, uncontaminated soil, shelter, and safe sanitation, allocating the national and international resources required.

b. Empower every human being with the education and resources to secure a sustainable livelihood, and provide social security and safety nets for those who are unable to support themselves.

c. Recognize the ignored, protect the vulnerable, serve those who suffer, and enable them to develop their capacities and to pursue their aspirations.

10. Ensure that economic activities and institutions at all levels promote human development in an equitable and sustainable manner.

a. Promote the equitable distribution of wealth within nations and among nations.

b. Enhance the intellectual, financial, technical, and social resources of developing nations, and relieve them of onerous international debt.

c. Ensure that all trade supports sustainable resource use, environmental protection, and progressive labor standards.

d. Require multinational corporations and international financial organizations to act transparently in the public good, and hold them accountable for the consequences of their activities.

11. Affirm gender equality and equity as prerequisites to sustainable development and ensure universal access to education, health care, and economic opportunity.

a. Secure the human rights of women and girls and end all violence against them.

b. Promote the active participation of women in all aspects of economic, political, civil, social, and cultural life as full and equal partners, decision makers, leaders, and beneficiaries.

c. Strengthen families and ensure the safety and loving nurture of all family members.

12. Uphold the right of all, without discrimination, to a natural and social environment supportive of human dignity, bodily health, and spiritual well-being, with special attention to the rights of indigenous peoples and minorities.

a. Eliminate discrimination in all its forms, such as that based on race, color, sex, sexual orientation, religion, language, and national, ethnic or social origin.

b. Affirm the right of indigenous peoples to their spirituality, knowledge, lands and resources and to their related practice of sustainable livelihoods.

c. Honor and support the young people of our communities, enabling them to fulfill their essential role in creating sustainable societies.

d. Protect and restore outstanding places of cultural and spiritual significance.

IV. DEMOCRACY, NONVIOLENCE, AND PEACE

13. Strengthen democratic institutions at all levels, and provide transparency and accountability in governance, inclusive participation in decision making, and access to justice.

a. Uphold the right of everyone to receive clear and timely information on environmental matters and all development plans and activities which are likely to affect them or in which they have an interest.

b. Support local, regional and global civil society, and promote the meaningful participation of all interested individuals and organizations in decision making.

c. Protect the rights to freedom of opinion, expression, peaceful assembly, association, and dissent.

d. Institute effective and efficient access to administrative and independent judicial procedures, including remedies and redress for environmental harm and the threat of such harm.

e. Eliminate corruption in all public and private institutions.

f. Strengthen local communities, enabling them to care for their environments, and assign environmental responsibilities to the levels of government where they can be carried out most effectively.

14. Integrate into formal education and life-long learning the knowledge, values, and skills needed for a sustainable way of life.

a. Provide all, especially children and youth, with educational opportunities that empower them to contribute actively to sustainable development.

b. Promote the contribution of the arts and humanities as well as the sciences in sustainability education.

c. Enhance the role of the mass media in raising awareness of ecological and social challenges.

d. Recognize the importance of moral and spiritual education for sustainable living.

15. Treat all living beings with respect and consideration.

- a. Prevent cruelty to animals kept in human societies and protect them from suffering.*
- b. Protect wild animals from methods of hunting, trapping, and fishing that cause extreme, prolonged, or avoidable suffering.*
- c. Avoid or eliminate to the full extent possible the taking or destruction of non-targeted species.*

16. Promote a culture of tolerance, nonviolence, and peace.

- a. Encourage and support mutual understanding, solidarity, and cooperation among all peoples and within and among nations.*
- b. Implement comprehensive strategies to prevent violent conflict and use collaborative problem solving to manage and resolve environmental conflicts and other disputes.*
- c. Demilitarize national security systems to the level of a non-provocative defense posture, and convert military resources to peaceful purposes, including ecological restoration.*
- d. Eliminate nuclear, biological, and toxic weapons and other weapons of mass destruction.*
- e. Ensure that the use of orbital and outer space supports environmental protection and peace.*
- f. Recognize that peace is the wholeness created by right relationships with oneself, other persons, other cultures, other life, Earth, and the larger whole of which all are a part.*

THE WAY FORWARD

As never before in history, common destiny beckons us to seek a new beginning. Such renewal is the promise of these Earth Charter principles. To fulfill this promise, we must commit ourselves to adopt and promote the values and objectives of the Charter.

This requires a change of mind and heart. It requires a new sense of global interdependence and universal responsibility. We must imaginatively develop and apply the vision of a sustainable way of life locally, nationally, regionally, and globally. Our cultural diversity is a precious heritage and different cultures will find their own distinctive ways to realize the vision. We must deepen and expand the global dialogue that generated the Earth Charter, for we have much to learn from the ongoing collaborative search for truth and wisdom.

Life often involves tensions between important values. This can mean difficult choices. However, we must find ways to harmonize diversity with unity, the exercise of freedom with the common good, short-term objectives with long-term goals. Every individual, family, organization, and community has a vital role to play. The arts, sciences, religions, educational institutions, media, businesses, nongovernmental organizations, and governments are all called to offer creative leadership. The partnership of government, civil society, and business is essential for effective governance.

In order to build a sustainable global community, the nations of the world must renew their commitment to the United Nations, fulfill their obligations under existing international agreements, and support the implementation of Earth Charter principles with an international legally binding instrument on environment and development.

Let ours be a time remembered for the awakening of a new reverence for life, the firm resolve to achieve sustainability, the quickening of the struggle for justice and peace, and the joyful celebration of life.

Credits:

The Earth Charter Initiative - www.earthcharter.org