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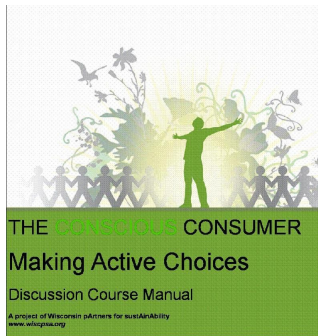


Sustain Dane Newsletter

On Economic Development and Sustainability

Conscious Consumer

A Way to Get People Talking by Jessica Janota



Wisconsin Partners for SustainAbility is currently putting together a discussion course guide which focuses on the everyday choices that people make. Three years in the making, the Conscious Consumer project was initially fueled by a generous grant WiscPSA received from the Willy Street Co-op. During this time, the organization has mapped out 16 chapters with consumer topics ranging from buying local to climate change and from clothing and cosmetics to children's toys.

This course guide takes a "menu of options" approach, where participants can choose the chapters of most interest to them. Chapters contain perspective essays on the various issues and offer provocative questions aimed at engendering meaningful discussion and expanding awareness. Conscious Consumer will also offer a section in which people are encouraged to invent their own exercises. WiscPSA Executive Director, Josie Pradella, is hopeful that participants will really take off with this creative opportunity and share their ideas and lessons learned on their website. The intention of the guide is to "build community capacity," and jumpstart conversations about our lifestyles, as well as the ethical choices we make in the community context.

WiscPSA is aiming for a release date in early March for Conscious Consumer, but one of the challenges that they have faced in finalizing this guide is getting outside help in reviewing the remaining chapters. The four chapters still needing review are Ecolabels, Finances/Socially Responsible Investing, Seasonal/Special Events, and Transportation/Travel. If you would like to volunteer your time and help Conscious Consumer get off the ground, please contact info@wiscpsa.org. Once available, the course guide will be available on the WiscPSA website in a downloadable format.