

Grist

The Hub for America's Next Environmental Generation



With the mantra “gloom and doom with a sense of humor,” Grist has risen to become America’s most popular source of environmental news, views and community. Our appeal is especially strong among people in their 20’s and 30’s, a demographic that mainstream green groups are struggling to enlist. From just 100 readers in 1999, Grist’s monthly audience now approaches three-quarters-of-a-million. Among the honors we’ve picked up along the way: the 2005 and 2006 “People’s Voice” Best Magazine Webbies, and the 2005 *Utne* Independent Press Award for online political coverage.

Grist’s work is now frequently cited in major media like the *New York Times*, *Vanity Fair*, National Public Radio, *Business Week*, *Fast Company*, the *San Francisco Chronicle*, *Outside*, *Columbia Journalism Review*, and even *Sports Illustrated* and *Glamour*. Additionally, Grist stories are routinely syndicated and republished in places like MSNBC.com, Salon.com, MTV.com, NRDC.org, LeonardoDiCaprio.org, AlterNet.org, and HuffingtonPost.com.

Grist is honored to have the support of the Overbrook Foundation. Below you’ll find details and links to some of the recent stories that Overbrook support has enabled.

Green Biz and Green Living in Grist.

2006 brought Grist’s most intense focus to date on the people, potential, and predicaments of sustainable production and consumption. Among the offerings was **Ask Umbra**, our advice column, which looked at [eating locally in winter](#), the [sustainability of sushi](#), [how to convince coworkers](#) to conserve electricity, and choosing the most eco-friendly goods, from [travel mugs](#) to [refrigerators](#) to [shower curtains](#). During the winter, Umbra looked closely at home heating, including [insulation](#), [pellet stoves](#), [fireplace inserts](#), and [firewood](#).

Noted business analyst Joel Makower published a collection of articles in our **Toiling Point** column. Among them: a detailed discussion of [calculating a company’s climate footprint](#), [greening a supply chain](#), and [being an eco-righteous \(if counterintuitive\) packager](#). Other Makower columns looked at [eco-positive office furniture](#), and how companies can simultaneously [lower water usage and raise profits](#).

In Grist’s other all-business column, **Full Disclosure**, John Elkington and Mark Lee, green biz thinkers from the U.K., wrote about [business leaders’ increased concern about climate change and economic security](#); what social and [environmental entrepreneurs can teach big business](#); how [new corporate sustainability reporting guidelines](#) might herald a brave new green world — or not; what [Peter Rabbit can teach green businesses](#) about going global; and [clean tech’s potential](#) to transform mercenaries into missionaries.

In our **InterActivist** column — a weekly Q & A with environmental movers and shakers — we chatted during 2006 with, to name a few: [Eric Brody](#), sustainability manager of NAU, a new outdoor apparel

company; [Maisie Ganzler](#), a manager at an eco-friendly catering company; [Jason Wentworth](#), the owner of a green-minded laundromat in Portland, Maine; [Alisa Gravitz](#), the director of Co-op America; [Jason and Kimberley Graham-Nye](#), entrepreneurs in the eco-diaper industry; [Carsten Henningsen](#), a green mutual fund founder; [Alan Hipólito](#), a developer of green jobs for people of low income; and [Ron Steenblik](#), the director of research at the Global Subsidies Initiative, which analyzes the costs and benefits of business subsidies.

In **Main Dish**, our inside-the-beltway/inside-the-boardroom column, senior writer Amanda Griscom Little interviewed Virgin Atlantic chair [Richard Branson](#) about reducing airplane emissions, and Silicon Valley investor [Vinod Khosla](#) about the potential of ethanol. Meanwhile, our Dave Roberts interviewed [Terry Tamminen](#) (one-time environmental adviser to Arnold Schwarzenegger) regarding how we can shift away from a petroconomy. Dave also spoke with IKEA sustainability director [Thomas Bergmark](#) about the company's new green initiatives. Additionally, writer Yolanda Crous interviewed General Motors energy director [Mary Beth Stanek](#), who addressed ethanol's role in GM's fuel portfolio, and the negative image of SUVs.

Soapbox, our op-ed column, provided a forum to people including activist Jason Mark, on [how workers on organic farms](#) are treated as poorly as their conventional counterparts; writer Daniel Shaw, on his [adventures and misadventures in building green](#); author Andrew Hoffman, [calling for carbon regulations to provide stability](#) and encourage big biz to go green; and Auden Schendler, director of environmental affairs at Aspen Skiing Company, asking the questions “[Is greenwashing good for business?](#)” and “[Why is green building still so hard?](#)”.

A discussion of our 2006 green biz journalism wouldn't be complete without noting our extensive coverage of Wal-Mart. In a [year-end summary of eco-news](#), staff writer Dave Roberts synopsized it thus:

America's leading source of cognitive dissonance

Wal-Mart's astonishing, almost [comically ambitious goal](#) — to produce zero net waste and run entirely on renewable energy — was announced late last year, causing progressive heads to explode across the land. Although the company has continued to suck eggs on labor practices, particularly health-care benefits, it has been [plodding steadily](#) toward its sustainability goals, improving the fuel efficiency of its truck fleet, pressuring suppliers to reduce packaging, and filling its shelves with organic food (or at least food [labeled organic](#)).

Of course, Wal-Mart's core business model — importing cheap plastic widgets from overseas to sell in massive stores plonked down in the middle of Nowhere, Suburbia — is inherently unsustainable in an energy-constrained future. But its open embrace of sustainability was just the latest in a string of ambitious corporate initiatives from biggies like [Dupont](#) and [GE](#). And that's to say nothing of the astonishing [infusion of private venture capital](#) in green industries like clean energy. Despite the braying of dinosaur corporations and think-tank nitwits to the contrary, going green is not a drag on the economy. It's the 21st century's biggest moneymaker.