

# GOOD TO KNOW

N E W S   T R E N D S   L I N K S

## The Green Man

**Through Global Green USA, Matt Petersen tackles environmental issues, both local and global.**

**KID CRUSADER:** At age five, Petersen proclaimed, "Dad, we have to do something to take care of our planet." As president and CEO of Global Green USA, he helps create innovative public policy to spark community-level change that's replicable on a larger scale.

**ECO-PERESTROIKA:** Global Green USA is an affiliate of Mikhail Gorbachev's Green Cross International. Petersen and the former Soviet leader frequently meet. "He's a reformer," says Petersen. "I'm constantly inspired by his dedication, vision, and courage." The organizations work to eliminate weapons of mass destruction, stem climate change, reduce resource use, and provide clean water.

**TRULY AFFORDABLE HOUSING:** Petersen is collaborating with Habitat for Humanity to build healthier homes that waste less energy for low-income families. "It's one way to transform communities from the inside out," he says.

**A WORLD WITHOUT OIL:** By the time his three-year-old son becomes an adult, Petersen hopes technologies and environmental policies will enable us to break our reliance on petroleum. Global Green USA is urging the United Nations to set up a \$50 billion Solar Venture Fund to support solar initiatives.

**STARS IN GREEN CARS:** At the Academy Awards, Global Green USA delivers celebrities—including Leonardo DiCaprio, Morgan Freeman, Tim Robbins, Sting, and Robin Williams—to the red carpet in Toyota Prius cars instead of gas-guzzling limos. "By doing something as simple as riding in a hybrid to the Oscars, entertainers can spread the message to millions," he says.

**GREEN ON:** Go to [GlobalGreen.org](http://GlobalGreen.org) to find out how to take personal action, send messages to congressional leaders about clean energy, and learn about green building and green vehicles.

—Vivienne Jannatpour



Photo by Stephen Dabrowski

"The United States comprises only 5 percent of the world's population but uses 25 percent of the world's energy and resources. We need to reverse that course."

—Matt Petersen