

Acknowledgments

This book was conceived in the fall of 2008 during a conversation over dinner with former Worldwatch Board Chair Øystein Dahle. Over pasta in Oslo, the two of us discussed how much consumer cultures will need to change for the human species to truly thrive. Upon returning to Washington, I proposed the idea of confronting this issue head-on in *State of the World 2010*. Somewhat to my surprise, the Worldwatch staff and Board of Directors gave me the green light to proceed. First, a thank you to all of them for trusting that such a topic would be a valuable theme for our flagship publication, even if it proves controversial. Thanks especially to Worldwatch President Christopher Flavin for trusting me to run with this idea.

After that brief moment of elation, the long process of building this book began. A *State of the World* committee was formed and the counsel of its members proved essential throughout. Many thanks to all of you for the hours spent discussing the newest ideas as they developed, for suggesting authors and topics, and for helping the project move forward.

Much of last spring was devoted to recruiting the highly talented group of authors who are listed on the Contents page. I want to especially thank these individuals—all of whom agreed to freely share their knowledge and insights with *State of the World* readers. Without their generosity, this book would not have been possible.

This year we have a number of short Boxes

as well, which complement the longer articles and add more voices and views to the report. Many thanks to these authors as well for their time and thoughtful contributions: Yann Arthus-Bertrand, Eduardo Athayde, Almut Beringer, Michael Braungart, Raj Chengappa, Patrick Curry, Øystein Dahle, Anne H. Ehrlich, Paul R. Ehrlich, Gregory C. Farrington, Satish Kumar, Serge LaTouche, William McDonough, Julie Ozanne, Lucie Ozanne, and Alexander Rose.

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I'd also like to thank Muhammad Yunus, who kindly shared his wisdom and his story with us in this year's Foreword. His support for our humble book is quite an honor.

One other special contributor I'd like to acknowledge is artist Chris Jordan, whose beautiful image graces our cover. *Gyre* is one of the most striking portrayals of the threat of consumerism and the possibility of this moment to change course that I have seen, and we are very happy to have the chance to display it on the cover.

Behind the scenes, there were three special people without whom this project would not have succeeded. First and foremost, Linda Starke, editor extraordinaire and *State of the World* elder, who was a joy to work with and selflessly put this project over herself time and again. She was an exemplar of calm throughout the stressful concluding months and, considering the challenges, was truly a role model for me. Thank you, Linda.

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Even further behind the scenes, but without whom this book would have been significantly weaker, are the eight project interns who this year pursued hard-to-find data, examples, and ideas, helped recruit authors, and even contributed several interesting Boxes and an article. In order of their appearance, let me express my appreciation for each one.

Helene Gallis—intern of many countries, candid, and creative—started when this project was still formless and played an important early role in molding it. She then continued to prove herself invaluable as she helped out to the very end, researching, reviewing, and writing.

Eddie Kasner, when not studying public health and farmers' use of pesticides in China, helped recruit several authors and research sustainable dietary norms and health care. Amy Han was truly a "Jill-of-all-trades," cheerfully becoming the creator and Webmaster of the Transforming Cultures Web site, doing research, writing blog posts, and finishing off with a captivating article on music's role in building sustainable societies.

Valentina Agostinelli of Italy also enthusiastically assisted with research and assiduously monitored the year of environmental events, helping to produce this year's timeline. Kevin Green was a data-finding machine, which at a place like Worldwatch is a compliment of the highest order. Without Kevin's diligent research, the overview chapter would not be so chockful of useful information.

Mami Shijo, coming from our partner organization Worldwatch Japan, played an important role in finding several bits of data and helping to explore the Japanese blogosphere—a project intern Emiko Akaishi expanded further in her month here. The message of *State of the World 2010* is one that will need to be heard in Japan—a leading consumer culture—as much as in North America and Europe, so thanks to both of you for helping start that conversation.

And finally, in the last month of production, Fulbright Fellow Stefanie Bowles swooped in and helped finalize the book, expanded its content, and kept me on task. Good timing, Stefanie!

My wife, Aynabat Yaylymova, deserves a special note for putting up with me these last several months, as I increasingly lived in the office—and all the ideas of sustainable living

discussed in these pages started to fade from practice and even memory.

At Worldwatch, I'd like to acknowledge the staff and the many ways they contributed to this book. First, thanks to Robert Engelman, Gary Gardner, and Michael Renner for sharing their expertise in their articles and expanding the breadth and depth of this volume. A special thanks to Alice McKeown, who reviewed many articles and raised the bar in every case. Juliane Diamond, Brian Halweil, Danielle Nierenberg, Thomas Prugh, Molly Theobald, and senior fellow Zoë Chafe also helped with reviewing—thank you.

While the words of this book come from the authors, its beauty comes from Worldwatch Art Director Lyle Rosbotham. Lyle designed this book from cover to cover and found the gorgeous pictures to grace many of its pages. If a picture is worth a thousand words, then he singlehandedly added a hundred rich pages to *State of the World 2010*, all without destroying a single extra tree!

Thanks to Patricia Shyne for all her work with our partners around the world to ensure that the ideas and examples of *State of the World* are dispersed far and wide. And to our communications team, Darcey Rakestraw and Julia Tier, for spreading this message even further, both through press outreach and through helping to coordinate the new Transforming Cultures blog.

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Finally, saving the most important acknowledgment for last, I want to thank you. If you are reading this, I can assume that you are interested in digging deeply into this topic—as who else would plow through four pages of names? The goal of this book is to help get human cultures back on track before we undermine the ecological systems that we as a species depend on. Your help in changing cultures is essential. As the book indicates, there are countless ways to get involved. Many more will be discussed on our Web site, at blogs www.worldwatch.org/transformingcultures. And while visiting the Web site, consider starting a discussion group about the report or mobilizing your own network to bring about the change you want to see. This is how new cultures start!

Erik Assadourian
Project Director

Worldwatch Institute
1776 Massachusetts Ave., NW
Washington, DC 20036
www.worldwatch.org
blogs.worldwatch.org/transformingcultures
cassadourian@worldwatch.org