

Ladders

Going GREEN



Portland, Oregon,
United States



Curitiba,
Brazil



Freiburg,
Germany



Reykjavik,
Iceland



NATIONAL
GEOGRAPHIC

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Going GREEN

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The Green Movement

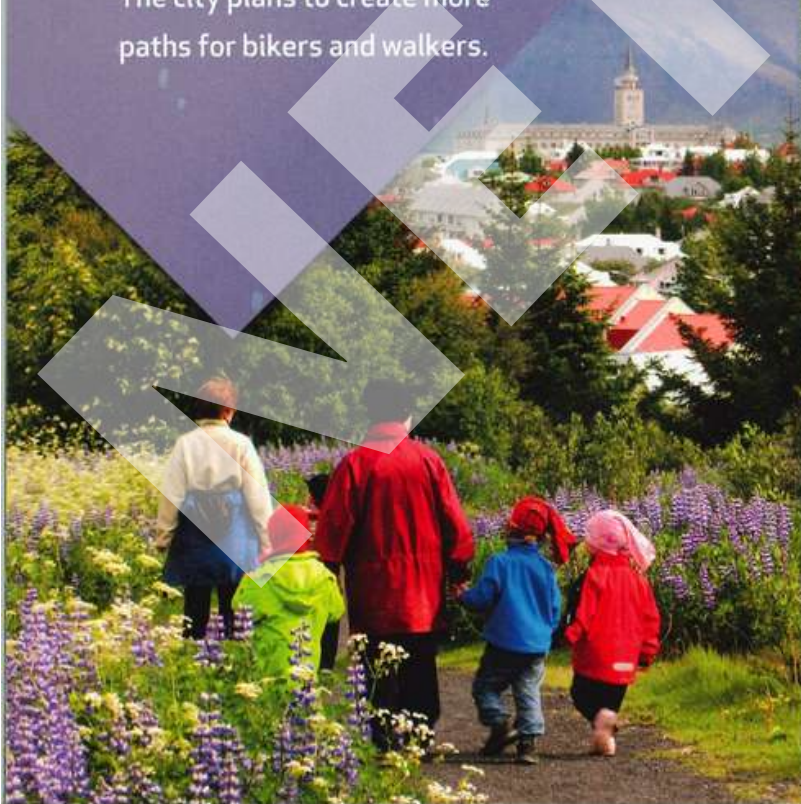
Reykjavik has been successful in using clean energy sources for heat and electricity. But a government plan called Shaping Reykjavik aims to go further. The plan encourages citizens of Reykjavik to use eco-friendly transportation, conserve natural resources, and more.

ALTERNATE ALLEYWAYS

Reykjavik hopes to get more people walking, biking, and using buses. The city plans to create more paths for bikers and walkers.

WINTER GREENS

Reykjavik uses geothermal energy to heat greenhouses in winter. Electricity helps light the greenhouses during the dark winter months so more local plants can be grown indoors.



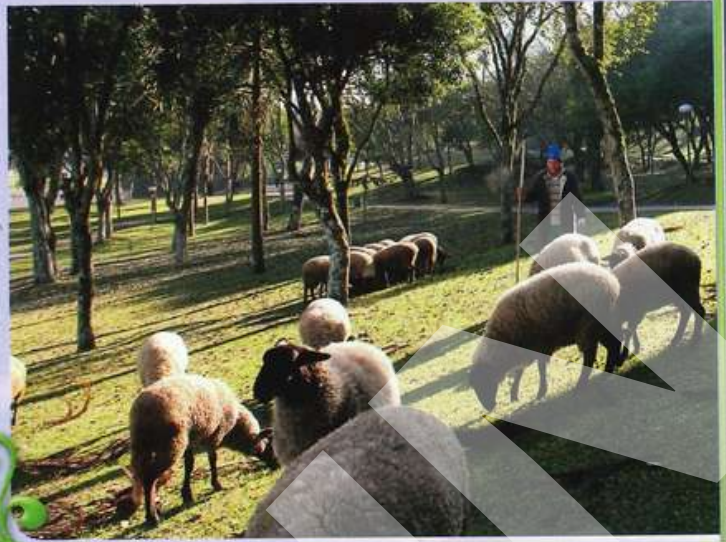
Curitiba began going green in the 1970s. At that time, the city was growing quickly. A group of urban planners decided Curitiba needed to be thoughtful about its growth. City leaders only allowed non-polluting industries to come to Curitiba. Urban planners began creating parks throughout Curitiba.

The parks gave people a nice place to visit. They also helped address the city's flooding problem. Parks in low-lying areas were designed with lakes to collect floodwaters from the nearby river. Old dumps and quarries were turned into parks. Low-income citizens benefitted from the park projects, too. Many lived in places identified for parks. City leaders



The Botanical Gardens of Curitiba stretch across the site of a former dump.

helped these people move to better homes. The city also offered tax breaks to businesses and homeowners who agreed to preserve portions of their property as green spaces. Curitiba's citizens helped plant trees and flowers along streets and highways. In recent years, people have planted more than 1.5 million trees across Curitiba!



^ Sheep have replaced lawn mowers in the city's parks! Here, they munch grass in São Lourenço Park. Built in 1972, the park restored land that once regularly flooded.



Trading in on Trash

Trash collection is a problem for Curitiba. The city has only one landfill, and its garbage trucks do not fit on some of the streets in the city's low-income neighborhoods. The solution was to get everyone involved.

In 1989, the city launched a **recycling** program. It set up a recycling center to sort recyclable materials and **organic**, or food-based, waste. Colorful cartoon characters helped to teach children about recycling. Collection bins were the same colors as the cartoons. This color connection strengthened the message. People earned money by picking up the trash at these bins and taking it to the center for processing. Today, Curitiba claims to have the highest recycling rate of any city in the world.

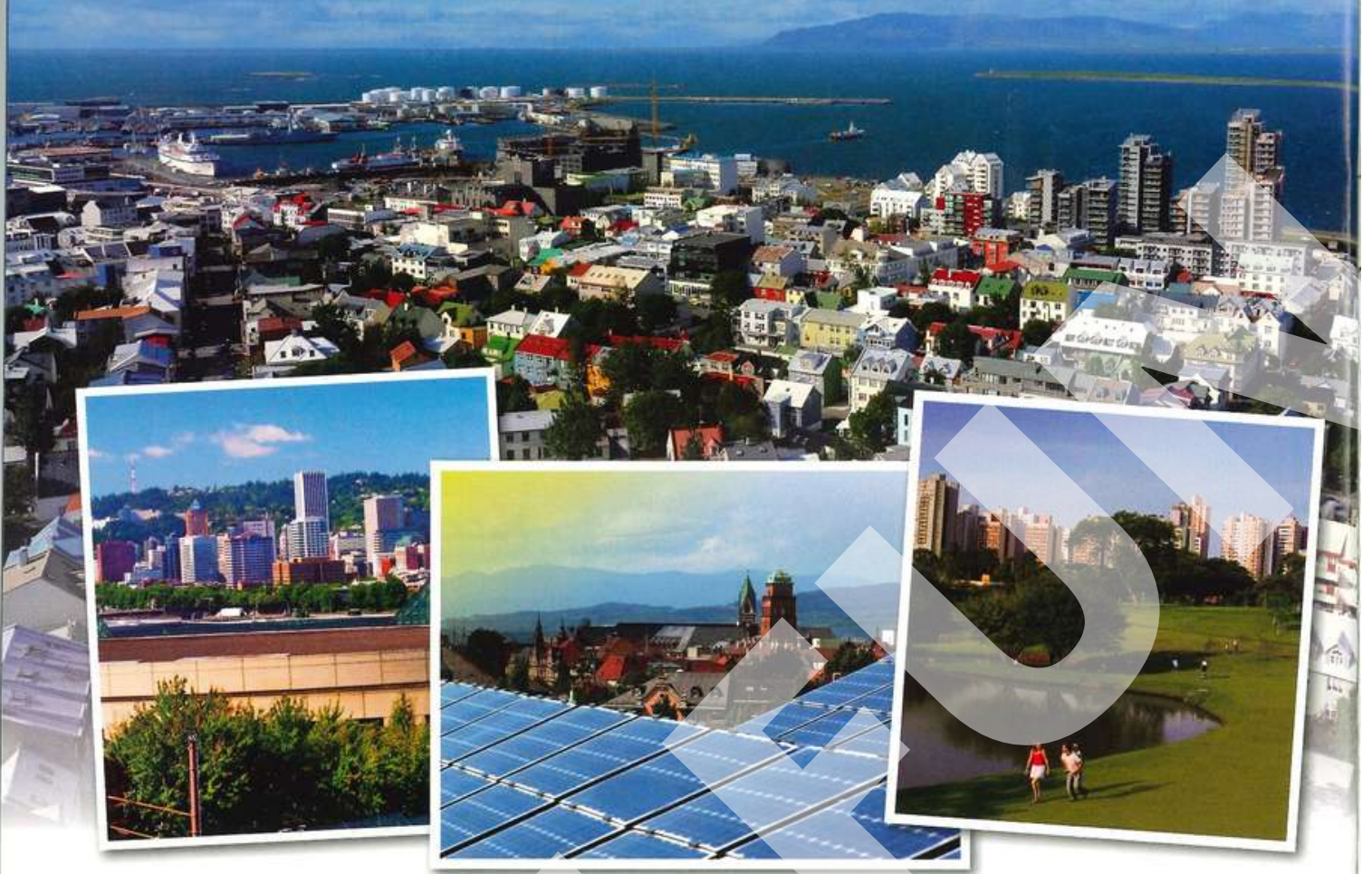
The "Green Exchange" program and the "Buying of Garbage" program are successful recycling programs in Curitiba. They get low-income residents to participate in recycling efforts. They also get those same people to take trash from neighborhoods that are hard for garbage trucks to reach.

Depending on what they deliver, people exchange their trash for cash, food, supplies, and services. Their way of life is improved, and the city is better able to manage its trash. Plus, less waste goes in a landfill. These programs show how involving everyone can make green living possible.

COLOR CUES

The bins are the same colors throughout Curitiba. Red is for plastics. Blue is for paper. Yellow is for metal. Green is for glass. Black is for food waste.



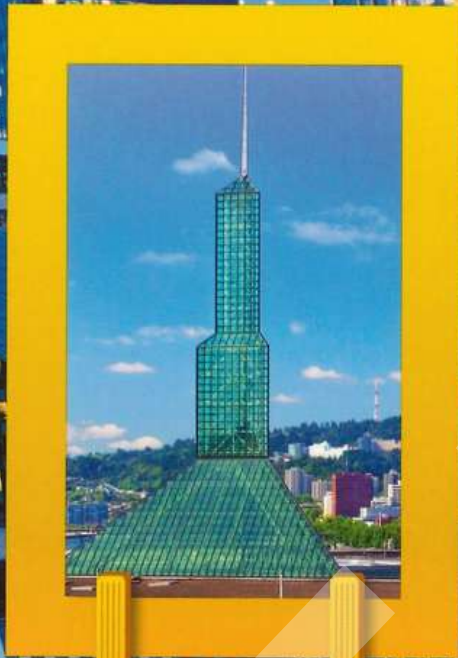


Discuss

1. What connections can you make among the four pieces in *Going Green*?
2. Compare and contrast modes of green transportation in the four cities in this book. Which kind of transportation makes the most sense to you? Why?
3. Cite three examples of green methods cities or people use that were surprising to you. Explain why.
4. What are some of the key points you might use from the four pieces to persuade others of the need for green construction methods or green transportation?
5. What do you still wonder about sustainable, or green, living? What research could you do to find out more information?

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