

One with the Earth

The Universal Symbol for Environmental Awareness
Representing Sun, Water, Land and Life



The case for a Universal Environmental Sustainability Symbol An idea whose time is now

There's a popular environmental slogan that states everything is connected. But, for the most part, the public doesn't see the connections and, therefore, has difficulty understanding the big picture. Al Gore's Academy Award winning movie, '[An Inconvenient Truth](#)', is helping many people see that our current rates of fossil fuel consumption and pollution are not sustainable. But ultimately it serves little purpose to stop global warming if ocean fisheries collapse; if forests are increasingly cut down; and if population isn't stabilized. Often, proponents of environmental issues compete with each other for attention and support. In reality, the world faces one overarching problem with many components.

I designed the 'One with the Earth' symbol to represent the shared purpose of *all* environmental concerns--ensuring a livable world for our children and future generations.

Background: A few years ago, while reading news stories about growing environmental crises, I became fearful for the world my grandchildren and their children will inherit and started looking for reassurance. Instead, I found the opposite. I wondered how I can use my 40 years of business and marketing experience to help the cause. It occurred to me that, without a cultural shift in thinking, the public won't accept the necessary changes for themselves or demand it from those in authority.

I describe the problem this way: Starting about a hundred or so years ago, the overall impact of human activity on the environment passed the tipping point to where we are now degrading and depleting Earth's resources faster than nature can renew them. Every day there are [more people](#) scrambling for diminishing reserves. We are literally rendering the planet uninhabitable. We are at a pivotal time in the history of humanity. We either adapt to a planet with limits or we perish. And unlike other challenges past and present, this one is a timed test. A universal symbol that embodies this message adds a much needed urgency to all environmental concerns.

The 'One with the Earth' symbol is a value statement, not a certification. It is intended for use by all who are working toward or supporting environmental sustainability. It works well on banners, hats, stickers, jewelry, brochures, products and alongside corporate logos. There is no other graphic that can be used by campus and community eco-groups, nature programs at schools, camps and scouting that tells all who see it that their work is important and contributes to protecting the environment.

Since 2004, when I created the symbol, I've been testing its appeal with great success. See examples on the One with the Earth Website: www.onewiththeearth.org.

I am confident that with a proper introduction, use of the symbol will take off on its own. Why? Because there is a need for it, it is not associated with any group or issue, and it benefits all who use it by increasing their visibility and identifying them as part of the solution. The symbol sends a powerful message that civilization has entered a new era where, from now on, responsibility for protecting the environment is no longer a value for some, but a necessity for all.

To gain widespread acceptance, a universal environmental symbol will require the advocacy of prominent people, the media and related organizations. If you or someone you know has use for the symbol or is in a position to influence others, please let me know.

I hope you find merit in this idea and will share your thoughts with me.

Sincerely, ~Dan Poresky

The '**One with the Earth**' design represents **Earth**, **water** (covers 70% of the Earth's surface), **land** (30%), **sun** and **life**.

P.S. In a related initiative, I offer free conservation eco-stickers for use at home, work and in your community. Order information at: www.onewiththeearth.org