

# Acknowledgments

As I have said before, if it takes a village to raise a child, then it takes the entire world to do a book. It begins with the work of thousands of scientists and research teams in many fields whose analyses we draw on. The process ends with the teams who translate the book into other languages. We are indebted to the thousands of researchers, all the translation teams, and countless others.

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Elizabeth Mygatt and Joseph Florence helped launch the research for *Plan B 3.0*. As Liz and Joe went on to a new job and graduate school, respectively, we were joined by Jonathan G. Dorn, Frances Moore, and J. Matthew Roney. The research team for *Plan B 3.0* of Jonathan, Fran, and Matt, led by Janet, is one of the most talented and hard-working teams I have ever been associated with. I am deeply grateful to each of them.

Some authors write, but this one dictates. Thanks to Gina Mathias who transcribed the early drafts, and Consuela (Sway) Headrick who transcribed the later drafts. Yes, there were many drafts.

Reah Janise Kauffman, our Vice President, not only manages the Institute, thus enabling me to concentrate on research, but

she also directs the Institute's outreach effort. This includes, among other things, coordinating our worldwide network of publishers, organizing book tours, and working with the media. Reah Janise's productivity and versatility are keys to the Institute's success. Her value to me is evidenced in our 21 years of working together as a team.

Millicent Johnson, our Manager of Publications Sales, handles our publications department and serves as our office quartermaster and librarian. Millicent, who cheerfully handles the thousands of book orders, takes pride in her one-day turnaround policy.

Reviewers who helped shape the final product include my colleagues at the Earth Policy Institute (EPI), each of whom reviewed the manuscript at least twice, and more than a dozen talented individuals from outside the Institute. Peter Goldmark, for many years publisher of the *International Herald Tribune*, used his rich experience to help us identify the strengths and weaknesses of the manuscript. Peter is simultaneously one of the book's strongest supporters and one of its most able critics.

Edwin (Toby) Clark, an engineer and economist by training, brought his decades of environmental experience as an environmental analyst at the Council on Environmental Quality and as an administrator at the U.S. Environmental Protection Agency to bear on the manuscript, providing both broad structural suggestions and detailed page-by-page commentary.

William Mansfield, a member of the EPI board who has a wealth of environmental experience, including several years as Deputy Director of the United Nations Environment Programme, provided many useful suggestions.

Doug and Debra Baker contributed their wide-ranging scientific knowledge, from physics to meteorology, to chapter-by-chapter critiques that were both constructive and encouraging. Maureen Kuwano Hinkle drew on her 26 years of experience working on agricultural issues with Environmental Defense and the Audubon Society to review the book twice, providing valuable comments and encouragement along the way.

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The book was produced in record time thanks to the efforts of Elizabeth Doherty, who prepared the page proofs. The index was ably prepared under a tight deadline by Kate Mertes.

We are supported by a network of dedicated publishers for our books and Plan B Updates in some 23 languages—Arabic, Bulgarian, Catalan, Chinese, Czech, English, Danish, French, Indonesian, Italian, Japanese, Korean, Marathi, Persian (Farsi), Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Thai, Turkish, and Ukrainian. There are three publishers in English (U.S.A./Canada, U.K./Commonwealth, and India/South Asia), two in Spanish (Spain and Latin America), and two in Chinese (mainland and Taiwan).

These translations are often the work of environmentally committed individuals. In Iran, the husband and wife team of Hamid Taravati and Farzaneh Bahar, both medical doctors, head an environmental NGO and translate EPI's publications into Farsi. Their translation of *Plan B* earned them a national book award. The ministries of environment and agriculture regularly purchase copies in bulk for distribution to staff.

In China, Lin Zixin has arranged the publication of my books in Chinese for more than 20 years. Mr. Lin not only personally leads the team of translators, he also arranges outreach. The government of China pays attention to the books. Both Premier Wen Jiabao and Pan Yue, Deputy Minister of the State Environmental Protection Administration, have quoted *Plan B 2.0* in public addresses and articles. The Chinese edition of *Plan B* received a coveted national book award in 2005 from the National Library of China.

In Japan, Soki Oda, who started Worldwatch Japan some 20 years ago, leads our publication efforts and arranges book promotional tours. He is indefatigable in his outreach efforts and is already planning outreach for the Japanese edition of *Plan B 3.0*.

Gianfranco Bologna, with whom I've had a delightful relationship for over 25 years, arranges for publication of our books in Italy. As head of WWF–Italy, he is uniquely positioned to assist in this effort.

In Romania, former President Ion Iliescu, who started publishing our books some 20 years ago when he headed the publishing house Editura Tehnica, not only arranges publication but often manages to publish simultaneously with the English edition. He is ably aided by Roman Chirila at Editura Tehnica.

In Turkey, TEMA, the leading environmental NGO, which works especially on reforesting the countryside, has for many years published my books. They are already planning the outreach for this edition.

In South Korea, Yul Choi, founder of the Korean Federation for Environmental Movement and now head of the Korea Green Foundation, has published my books and oversees their launching through Doyosae publishing.

Most remarkable are the individuals who step forward out of seemingly nowhere to publish and promote Plan B. In Portugal, Antonio Cerveira Pinto, an artist, collaborated with Emanuel Pimenta of the European Environment Tribunal and Julio Sarmiento, the mayor of Trancoso, to translate *Plan B 2.0*. They distributed 4,000 free copies to Portuguese government leaders, prominent academics, university libraries, and leaders in other Portuguese-speaking countries.

In France, the publication of *Plan B 2.0* was spearheaded by Pierre-Yves Longaretti, an astrophysicist, in collaboration with

Philippe Vieille, the founder of a biotech company. Pierre-Yves not only translated the book—a huge task in itself—but he added footnotes relating the analysis to the situation in France. Philippe, meanwhile, engaged Calmann-Lévy, one of France's premier publishing houses. In addition, Pierre-Yves and Philippe founded the nonprofit Alternative Planetaire to work on implementing Plan B in France.

Bernd Hamm, a professor at the University of Trier, was so taken with our work that he personally arranged for a German publisher, Kai Homilius Verlag, to publish *Plan B 2.0*.

There are also those who take the Plan B message to another level. For instance, inspired by *Plan B 2.0*, Bill and Dave Mettler of Quiet Riot developed a new performance entitled “One Home, One Family, One Future.” This performing partnership uses story, physical comedy, sound effects, music, and audience interaction to awaken communities and organizations to the opportunities, benefits and increased quality of life of the new eco-economy.

Al and Anne Mielen founded Save Our Ship Environmental Institute (SOSE) in order to give presentations to local groups about Plan B. Although they had never been involved in environmental work, after reading *Plan B 2.0* they were inspired to help get the message out. Their goal is to establish branches throughout the United States.

I would also like to thank personally the members of our Plan B team—the 1,600 or so individuals who have purchased five or more copies of *Plan B 2.0* for distribution to friends, colleagues, and opinion leaders. We are particularly grateful to Ted Turner, captain of our Plan B team, who distributed over 3,600 copies to key individuals.

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And thanks to you, our readers. In the end, the success of this book depends on you and your help in implementing Plan B.

Lester R. Brown

## About the Author

Lester R. Brown is President of Earth Policy Institute, a non-profit, interdisciplinary research organization based in Washington, D.C., which he founded in May 2001. The purpose of the Earth Policy Institute is to provide a plan for building a sustainable future and a roadmap of how to get from here to there.

Brown has been described as “one of the world’s most influential thinkers” by the *Washington Post*. The *Telegraph of Calcutta* called him “the guru of the environmental movement.” In 1986, the Library of Congress requested his papers for their archives.

Some 30 years ago, Brown helped pioneer the concept of sustainable development, a concept he uses in his design of an eco-economy. He was the Founder and President of the Worldwatch Institute during its first 26 years. During a career that started with tomato farming, Brown has authored or coauthored over 50 books and been awarded 24 honorary degrees. His books have appeared in more than 40 languages.

Brown is a MacArthur Fellow and the recipient of countless prizes and awards, including the 1987 United Nations Environment Prize, the 1989 World Wide Fund for Nature Gold Medal, and the 1994 Blue Planet Prize for his “exceptional contributions to solving global environmental problems.” In 1995, *Marquis Who’s Who*, on the occasion of its fiftieth edition, selected Lester Brown as one of 50 Great Americans. Most recently he was awarded the Presidential Medal of Italy and the Borgström Prize by the Royal Swedish Academy of Agriculture and Forestry, and he was appointed an honorary professor of the Chinese Academy of Sciences. He lives in Washington, D.C.

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