

Entire organizations are going green—from Wal-Mart, to the Boston Red Sox, to 850 U.S. cities and even churches. This shift from green initiatives to “corporate sustainability” is allowing governments, nonprofits, and businesses to grow while conventional organizations decline. So, what if the church could realize extreme growth rates at negligible upfront cost, just like hybrid cars, organic food, green buildings, and green collar jobs?

Could the church ever enjoy the same extreme growth that we enjoyed back in Acts 2:42-45?

Could abundance and conservation coexist like Jesus demonstrated when He fed the 5,000 and collected a dozen extra baskets of leftovers?

Would going green help?

But, hasn't 'green' or 'sustainability' always been part of the church's core values and responsibilities?

When you started reading this article, you may have expected a checklist of ways to go green with audio, video, and lighting. That list would have likely included choosing equipment that is Energy Star-rated, Electronic Product Environmental Assessment Tool (EPEAT)-rated, and RoHS-compliant—basically electronics that are energy efficient and contain less toxic materials.

You may have hoped that we could dispel the myths and conventional assumptions that it costs more or is too difficult to go green. After all, organic food is often 30% to 100% more expensive than food with pesticides.

And, you may share the concern that, if the church goes green, we may start caring more for His creation than for Him, losing sight of our need to worship Him.

What I hope that we see and hear in this conversation is hope. Green will go mainstream in America because 76% of the nation is committed to Jesus Christ, the Master organic Gardener, green Builder and Architect, the Creator and Sustainer of all things.

Pastor and author John Ortberg in his book, *The Life You've Always Wanted*, offers wise counsel for us as we move beyond green checklists to a green approach to worship, life, and work: “Do the right thing at the right time for the right reasons with the right attitude.”

If Hollywood and roughly 200 countries from around the world can resolve to be better stewards of the planet, the church can move from our heads, to our heart, to our hands—to glorify the Creator by caring for the things He loves.

The question seems no longer to be “should we go green?” or “how can we go green?” It is “how fast can we get back to living our faith?”

People and organizations like you and your local church can make and are making eternally significant contributions. We are finally equipped to translate this hope into real rewards.

Would you be willing to try something with me? Before we move into the rest of the day, would you pray with me? That's right. Just keep the magazine open to this page, and lead us in prayer asking that God would help us realign our purpose, people, processes, properties, products (and services), and praise, to reflect our call to sustainability.

¹Studies show fresh air reduces respiratory illness, flus, and absenteeism 9%-20% and asthmatic incidences 69% (Fisk/LBNL, 2000; Smedje & Norback, 2000). And, 14 international case studies show that better quality lighting systems or daylighting increases reading comprehension, reduces headaches, and increases individual productivity by 0.7%-25% (Loftness, 2008).

¹ <http://www.esa.org/ecoservices/comm/body.comm.fact.poll.html>

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[THE CATEGORIES]

- Best Drama/Skit
- Best Promo
- Best Music Video
- Best Sermon Illustration
- Other

[THE DIVISIONS]

- Small Church (<= 600 average attendance)
- Medium Church (601 - 2,500 average attendance)
- Large Church (2,501+ average attendance)
- Other religious non-profit organizations

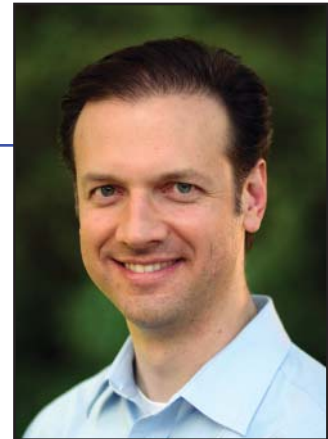
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Entry form with submission requirements can be downloaded from www.churchproduction.com.

Submissions must be received by October 1, 2008 to qualify. Media will not be returned to the submitter.

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CREATIVE SOFTWARE





The Green Light for Ministry

Would you be willing to try something with me? Before we move into the next paragraph, would you come outside with me? That's right. Just keep the magazine open to this page, and lead us to anywhere outdoors where you're confident we can marvel at God's creation—big or small.

together breathing fresh air, reading with the best lighting system, and much more.

[Scene begins]

GREEN CONSULTANT: So, what do you see and hear? (I expect some amazing insights from you audio, video, and lighting gurus.)

food crops in just the United States, a service worth as much as \$15 billion annually.²

A/V/L GURU: Wow. I can see why they call you a consultant. (And, I thought I was a geek!)

GREEN CONSULTANT: What else do you see and hear?

A/V/L GURU: Incredible detail. Infinite, interdependent moving parts. And lots of life, hope, and good.

What an honor we've been given to act as stage manager for the universe's Creator, Sustainer, and Director.

As you may realize, the number of people and organizations willing to play a part in this spectacular green production has surged over the past 12 months:

In 2008, after more than a decade, Toyota just sold its one millionth Prius. (And, ours actually appreciated \$3,000 to \$8,000.)

Whole Foods Market, the nation's largest natural and organic food retailer, sells twice as much per square as the average conventional food retailer. And, farmers markets are eating away fast the market share of both grocery stores and big box food retailers.

In 2007, after more than a decade, the number of registered green building projects with the U.S. Green Building Council, in Washington, D.C., surged more than 750% — up two billion square feet from a previous cumulative total of 1.3 billion square feet.

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[Exit stage left: two main characters walk outdoors]

Thanks for your willingness to be adventurous. I figured we'd both enjoy some fresh air for two reasons. First, we only spend 5% of our time outdoors nowadays, 90% indoors, and 5% in our cars.

Second, medical research and green building studies¹ show that we will both be more productive and healthy by spending this time

A/V/L GURU: What an amazing production, using and soothing all our senses. How did God ever design and build this set?

GREEN CONSULTANT: Imagine the cast and crew members needed for this never-ending creation show: Over 100,000 invertebrate species—like honeybees, butterflies, moths, beetles, and flies, and more than 1,000 species of vertebrates—birds, mammals, and reptiles—feed humans by pollinating over 150

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