

## Acknowledgments

If it takes a village to raise a child, then it takes the entire world to do a broad-based book on global issues. 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, to the 20 or so translation teams, and to countless others.

The research team at the Earth Policy Institute (EPI) is led by Janet Larsen, our Director of Research. They went through literally thousands of research reports, articles, and books—gathering, organizing, and analyzing information. In research and writing, Janet is my alter ego, my best critic, and a sounding board for new ideas.

J. Matthew Roney and Jignasha Rana anchored a heroic research effort, uncovering new and valuable data that raised this edition to a new level. Before moving to North Carolina with his family, Jonathan G. Dorn provided invaluable assistance in fleshing out the energy plan in both the previous edition and this one. Interns Jessie Robbins and Jessica Clarke contributed handily with data gathering, fact checking, and review comments. The unflagging enthusiasm and dedication of the research team allowed us to complete this book on time. I am deeply grateful to each of them.

Some authors write, but this one dictates. My thanks go to Consuela (Sway) Headrick who transcribed the many drafts and who, in the midst of preparation for this book, brought forth her own creation—a beautiful daughter, Rinay Steward.

Reah Janise Kauffman, our Vice President, not only manages the Institute, thus enabling me to concentrate on research, she also directs EPI'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 23 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.

A number of reviewers helped shape the final product. My colleagues at EPI reviewed several drafts and provided insightful comments and suggestions. Peter Goldmark, for many years publisher of the *International Herald Tribune* and now head of the climate program at the Environmental Defense Fund, 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 26 years of experience working on agricultural issues with the Environmental Defense Fund and the Audubon Society to provide valuable comments and encouragement along the way. Frances Moore, a former EPI researcher now in graduate school, lent her expertise with salient comments in the final weeks of the book's completion.

Also helping to shape the book near the end were Bridget Collins of the Patuxent Wildlife Research Center and Amy Heinzerling, our new colleague.

My thanks also to individuals who were particularly helpful in providing specific information for this edition: Mathias Bell, Euan Blauvelt, Colin J. Campbell, Martha M. Campbell, Marie Coleman, Robert W. Corell, Ken Creighton, John Crenshaw, Emmet Curley, Sandra Curtin, Rolf Derpsch, Junko Edahiro, Mark Ellis, David Fridley, Reed Funk, Nathan Glasgow, Bill Heenan, Michael Hoover, Ryde James, Egil Juliussen, Doug Koplow, Felix Kramer, Kathleen Krust, Rattan Lal, Alberto Del Lungo, Eric Martinot, Heitor Matallo, Hirofumi Muraoka, Jack Oortwijn, Richard Register, Lara de Lacerda Santos Rodrigues, William Ryerson, Adam Schafer, Richard Schimpf, Stefanie Seskin, John E. Sheehy, Kara Slack, J. Joseph Speidel, Jeff Tester, Jasna Tomic, Martin Vorum, Brian P. Wallace, Wang Tao, Sarah Williams, Walter Youngquist, and Paul Zajac.

As always, we are in debt to our editor, Linda Starke, who brings over 30 years of international experience in editing environmental books and reports to the table. She has brought her sure hand to the editing of not only this book, but all my books during this period.

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

We are supported by a network of dedicated translators and publishers for *Plan B* in 22 languages in addition to English—Arabic, Bulgarian, Chinese, Farsi, French, German, Hindi, Hungarian, Italian, Japanese, Korean, Marathi, Norwegian, Polish, Portuguese, Romanian, Russian, Slovenian, Spanish, Swedish, Thai, and Turkish. 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 nongovernmental organization (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. 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 efforts and is already planning outreach for the Japanese edition of *Plan B 4.0*.

Gianfranco Bologna, with whom I've worked 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. He is joined in the translation effort by a team headed by Dario Tamburrano of the Amici de Beppe Grillo di Roma.

In Romania, former President Ion Iliescu started publishing our books some 20 years ago when he headed the publishing house Editura Tehnica. He takes pride in publishing the Romanian edition simultaneously with the English one. This is all made possible by the management skills of 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. Inspired by Ted Turner, they distributed 4,250 copies of *Plan B 3.0* to officials, academics, and other decisionmakers.

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 Books Co.

Most remarkable are the individuals who step forward out of seemingly nowhere to publish and promote *Plan B*. For instance, Lars and Doris Almström translated *Plan B 3.0* and found an excellent publisher in Sweden. Inspired by the book and wanting to get a Plan B economy moving in Sweden, they established a Web site to promote EPI's work and to post the Swedish edi-

tion for free downloading at [www.planb3.se](http://www.planb3.se).

Olav Randen, our Norwegian publisher, contacted us two months before I was scheduled to launch the Swedish edition of *Plan B 3.0*. With a Herculean effort, he translated and published the book so that I could launch his edition the day after the Swedish edition came out.

Pierre-Yves Longaretti and Philippe Vieille in France literally accepted the call to action in *Plan B 2.0* and not only translated the book but engaged a world-class publisher, Calman-Lévy. They further established an NGO, Alternative Planetaire, and a Web site to promote Plan B for France ([www.alternativeplanetaire.com](http://www.alternativeplanetaire.com)).

Bernd Hamm, a professor at the University of Trier, personally arranged for a German publisher, Kai Homilius Verlag, to publish *Plan B 2.0*. Kai Homilius has now published *Plan B 3.0* and is preparing *Plan B 4.0* for release.

The Spanish editions of *Plan B 2.0* and *Plan B 3.0* in Latin America were spearheaded by Gilberto Rincon of the Centre of Studies for Sustainable Development in Colombia.

The Hungarian edition of *Plan B 3.0*, available electronically on our own Web site, resulted from the tireless efforts of David Biro, a school teacher in Hungary. And we are pleased to say that as this book was going to bed, Kossuth Publishing—excited by Biro's translation—contracted to publish *Plan B 4.0*.

Samir Menon and his colleagues at Globally Managed Services (GMS) produced the Hindi and English editions for India and arranged the outreach. GMS advises companies in the ASEAN region on how to balance the bottom line while conserving natural resources.

Those who are working to promote Plan B (see "People in Action" on our Web site) are gaining in both numbers and momentum.

I would also like to thank personally the members of our Plan B teams—the several thousand individuals who have purchased five or more copies of *Plan B*, *Plan B 2.0*, and *Plan B 3.0* for distribution to friends, colleagues, and opinion leaders. When we published the original *Plan B* six years ago, we noticed that about 700 individuals ordered a copy and then came back to order 5, 10, or 50 copies for distribution. With each subsequent edition, new buyers of multiple copies have joined in.

Ted Turner, who distributes copies of each *Plan B* to heads of state and their key cabinet members, the Fortune 500 CEOs, and members of Congress, has become the team captain. Turner distributed 5,500 copies of *Plan B 3.0*. National Plan B teams have emerged in Japan, led by Toshishige and Masatsugu Kurosawa, and in Turkey, led by TEMA.

We are delighted to announce that a film version of *Plan B 4.0* is in progress. Hal and Marilyn Weiner of ScreenScope are producing a two-hour film that is expected to air in the spring of 2010.

We are also indebted to our funders. Without their support this book would not exist. Among these are the Foundation for the Carolinas; the Rockefeller Brothers and United Nations Population funds; and the Farview, McBride Family, Laney Thornton, Shenandoah, Summit, Turner, and Wallace Genetic foundations.

Earth Policy is also supported by individual donors. I would like in particular to thank Ray Anderson, Charles Babbs, Junko Edahiro, John Robbins, and Jeremy Waletzky for large personal gifts. Other personal donors include Doug and Debra Baker, Peter Carter, Judith Gradwohl, Maureen Hinkle, Elaine Marszalek, Peter Seidel, and many others.

Finally, my thanks to the team at W. W. Norton & Company: Amy Cherry, our book manager; Devon Zahn, who put the book on a fast-track production schedule; Ingsu Liu, Art Director for the book jacket; Bill Rusin, Marketing Director; and Drake McFeely, President, with special thanks for his support. It is a delight to work with such a talented team and to have been published by W. W. Norton for more than 30 years.

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 saving civilization 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 its archives.

Some 30 years ago, Brown helped pioneer the concept of environmentally 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 many 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 Japan’s 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. He holds three honorary professorships in China, including one at the Chinese Academy of Sciences. He lives in Washington, D.C.