



**Join us for other events this week!**

Thursday, December 3, 4:30-7:30 p.m.

**Green Energy Fair**

Pogue Student Center Multipurpose Room

Thursday, December 3, 7:30-8:30 p.m.

**Green Energy Workshops**

Pogue Student Center's Rooms 303A, B, C & 310

Friday, December 4, 11 am-2 p.m.

**Green Cars / Hybrid Test Drives**

Pogue Student Center parking lot (meet in the Pogue Lobby).

Tuesday to Thursday, December 1-3, 5 p.m. & Friday, December 4, 6 p.m.

**"FUEL" the movie**

Pogue Student Center Scot Theater

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This evenings' program made possible by the generosity of...

**The Black Family Foundation**  
**Hero/BX**



# NO IMPACT MAN: *An Evening with Colin Beavan*

Wednesday, December 2, 2009





# no impact project

The No Impact Project seeks to improve the environment by empowering people on a family and individual basis to “edit” their current lifestyle choices and enhance their daily experience.

The Project uses the *No Impact Man* book, film, and blog as tools to promote behavior change. Commencing in the fall, the No Impact Project will enable readers and viewers to participate in the No Impact Experiment, a unique educational and engagement-oriented program in which participants will be guided to adopt a no impact lifestyle for one week. Like the *No Impact Man* yearlong experiment, this program is a first of its kind; it will add value and strengthen the environmental movement. The No Impact Project operates under the fiscal sponsorship of the Open Space Institute, Inc., based in New York City, as part of their Citizen Action Program. <http://noimpactproject.org>



## Websites:

Colins' Blog: <http://noimpactman.typepad.com>  
Movie: <http://www.noimpactdoc.com>  
Book: <http://us.macmillan.com/noimpactman>  
Personal: <http://colinbeavan.com>

**ABOUT COLIN:** As the news stories go: “Colin Beavan is a liberal schlub who got tired of listening to himself complain about the world without ever actually doing anything about it...” So, in November, 2006, Beavan launched a year-long project in which he, his wife, his two-year-old daughter and his four-year-old dog went off the grid and attempted to live in the middle of New York City with as little environmental impact as possible.

The point of the project was to experiment with ways of living that might both improve quality of life *and* be less harmful to the planet. It also provided a narrative vehicle by which to attract broad public attention to the range of pressing environmental crises including: food system sustainability, climate change, water scarcity, and materials and energy resource depletion.

Beavan's experiment in lifestyle redesign is the subject of his book *No Impact Man* and a Sundance-selected documentary by independent film producers Laura Gabbert and Eden Wurmfeld distributed by Oscilloscope Pictures. Both the book and the documentary were released in September, 2009. Columbia Pictures also plans to make a feature film (produced by Todd Black) based on the book.

Beavan writes and administers the provocative environmental blog [noimpactman.com](http://noimpactman.com), which has become a meeting point for discussion of environmental issues from a “deep green” perspective. In addition to some 2,500 daily visitors and 4,000 daily page views, the site has 10,000 email and newsreader subscribers. About 1.8 million people have visited the blog since he established it a year and a half ago.

Beavan was named one of MSN's Ten Most Influential Men of 2007 and was named an Eco-Illuminator in *Elle's* 2008 Green Awards. His blog [noimpactman.com](http://noimpactman.com) was named one of the world's top fifteen environmental websites by *Time*. He was named a 2008 Eco-Star by New York City's Lower East Side Ecology Center.

The No Impact project has been the subject of stories in *The New York Times*, *The Christian Science Monitor*, and many other national and international news outlets. Beavan has appeared on *The Colbert Report*, *Good Morning America*, *Nightline*, *The Montel Williams Show*, and all the major NPR shows. He speaks regularly to a wide variety of audiences, is frequently quoted in the press, and consults businesses on the intersection of sustainability and human quality of life.

Beavan, born in New York City, received his PhD in electronic engineering from the University of Liverpool. He spent the late '80s and early '90s as a consultant to philanthropic organizations such as social housing providers, drug treatment agencies, and hospitals, helping them to promote themselves in order to secure increasingly scarce, Thatcher-era funding.

In 1992 Beavan returned to the United States and wrote for magazines until Hyperion published his first book *Fingerprints: The Origins of Crime Detection and the Murder Case that Launched Forensic Science* (a popular history of criminology) in 2001. In 2006, Viking published his second book, *Operation Jedburgh: D-Day and America's First Shadow War* (about the operation that formed the precedent for U.S. anti-Soviet operations in Afghanistan).

Beavan is a visiting scholar at NYU and an advisor to the university's Sustainability Task Force. He sits on the board of directors of New York City's Transportation Alternatives and on the advisory council of Just Food.