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ONE-EARTH.COM LAUNCHED MAY 16, MAKES IT EASIER FOR CONSUMERS TO GO GREEN AND SAVE MONEY

One-Earth.com organizes Green information by city and category and uses a wiki so consumers can collaboratively create and edit the information

The launch of One-Earth.com marks a momentous occasion for the advancement of how information about sustainability is disseminated and obtained. One-Earth.com eliminates the challenge of finding ways to reduce one's negative impact on the environment because of the way it is organized by city and category.

Traditionally, information about ways to reduce one's negative impact on the environment has been derived from top-down media in the form of magazines, newspapers, Television shows. Traditional top-down media prevents the information from being effective in two ways: 1) because the information is often targeted at people across a vast geographic area, the content tends to be irrelevant to provide any specific concrete solutions 2) valuable time is lost in the process of editing, reviewing, publishing, and archiving the content.

One-Earth.com is a form of bottom-up media that is powered by the people who use the site. The wiki-powered index at One-Earth.com allows people to collaboratively create and edit environmental solutions in real-time. One-Earth.com lists places to find local organic food, compost drop-off locations, community events, recycle centers and much more. The index is organized by city, and further broken down into categories like "Conserve Energy," "Personal Care," "Restaurants/Cafes/Bars." Solutions can be posted instantaneously by any registered user with a computer and Internet connection.

One-Earth.com is free for everyone to use; there are no subscription or registration fees and there's no need to register to view the index. One-Earth.com also offers geographically-specific articles of local events, restaurants, businesses and more, which are written by paid, local writers that contribute a unique perspective.

One-Earth.com was founded in Fort Greene, New York in 2006 by Steven S. Matt, a graphic designer and graduate of Pratt Institute.

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