

# SEVEN PRINCIPLES OF SOUND **ENVIRONMENTAL** POLICY

HOW CAN MARKETS HELP PROTECT OUR NATURAL ENVIRONMENT?

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# MACKINAC CENTER

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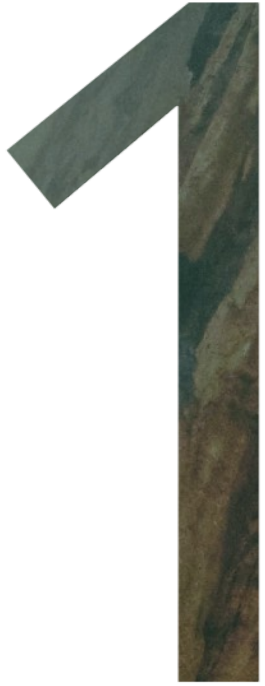
F O R P U B L I C P O L I C Y

- Balance environmental health and economic vigor


- Maximize Michigan's unique natural features

- Allow citizen access to natural resources



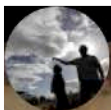


# 1



Environmental stewardship  
starts with individuals, not  
politicians or bureaucracies





BIRD RETURNS



Watch later

Share



MORE VIDEOS



3:40 / 8:00



YouTube



Source: TNC - Bird Returns



A large, stylized number '2' is positioned on the left side of the image. The number is filled with a wood grain texture, showing various shades of brown and tan. The background of the entire image is a low-angle shot of a forest with tall, slender trees reaching towards a hazy, overcast sky. The trees are dark and their trunks are prominent, creating a sense of height and scale.

# 2

Property rights are the most basic of human rights and an essential foundation for environmental stewardship.





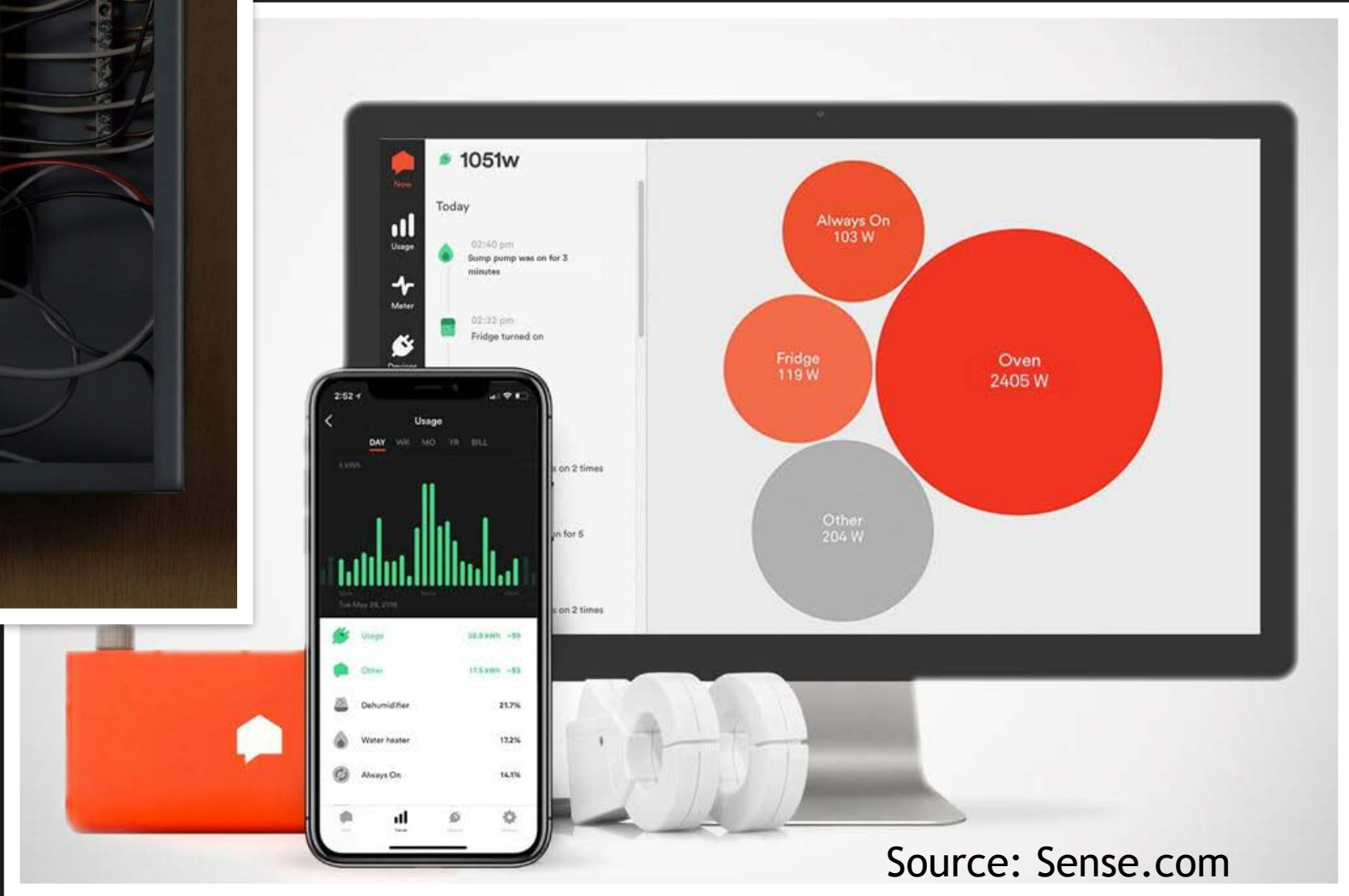
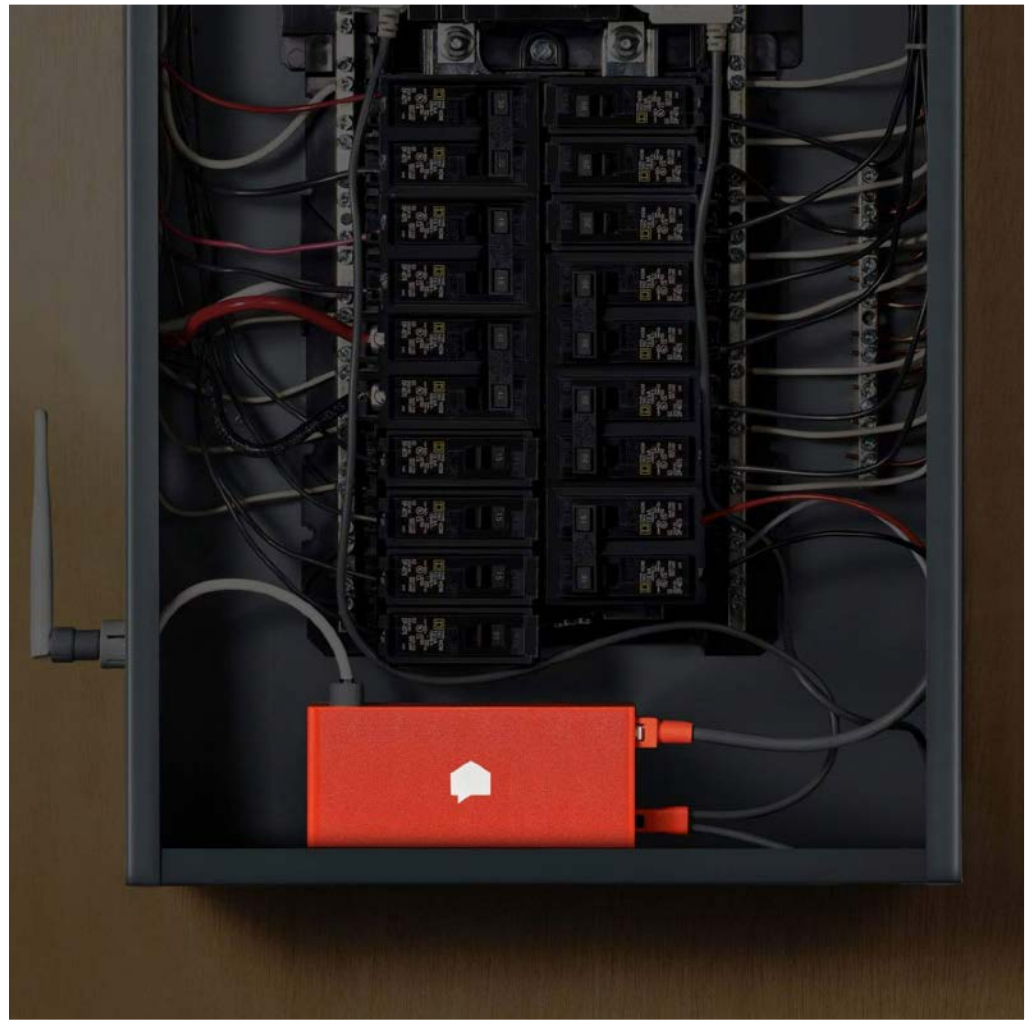
Source: [littleforks.org](http://littleforks.org)





3

Competition and voluntary  
cooperation foster innovation  
and wise use of natural  
resources



Source: Sense.com



A large, stylized number '4' with a wood grain texture, positioned on the left side of the image.

# 4

A low-angle shot of tall redwood trees in a forest, looking up towards the sky. The trees are thick and brown, with green foliage at the top. The sky is a pale blue-grey.

Efficiency is the key to reducing  
environmental impacts





Comparisons between Traditional Incandescents, Halogen Incandescents, CFLs, and LEDs

	60W Traditional Incandescent	43W Energy-Saving Incandescent	15W CFL		12W LED	
			60W Traditional	43W Halogen	60W Traditional	43W Halogen
Energy \$ Saved (%)	-	~25%	~75%	~65%	~75%-80%	~72%
Annual Energy Cost*	\$4.80	\$3.50	\$1.20		\$1.00	
Bulb Life	1000 hours	1000 to 3000 hours	10,000 hours		25,000 hours	

\*Based on 2 hrs/day of usage, an electricity rate of 11 cents per kilowatt-hour, shown in U.S. dollars.

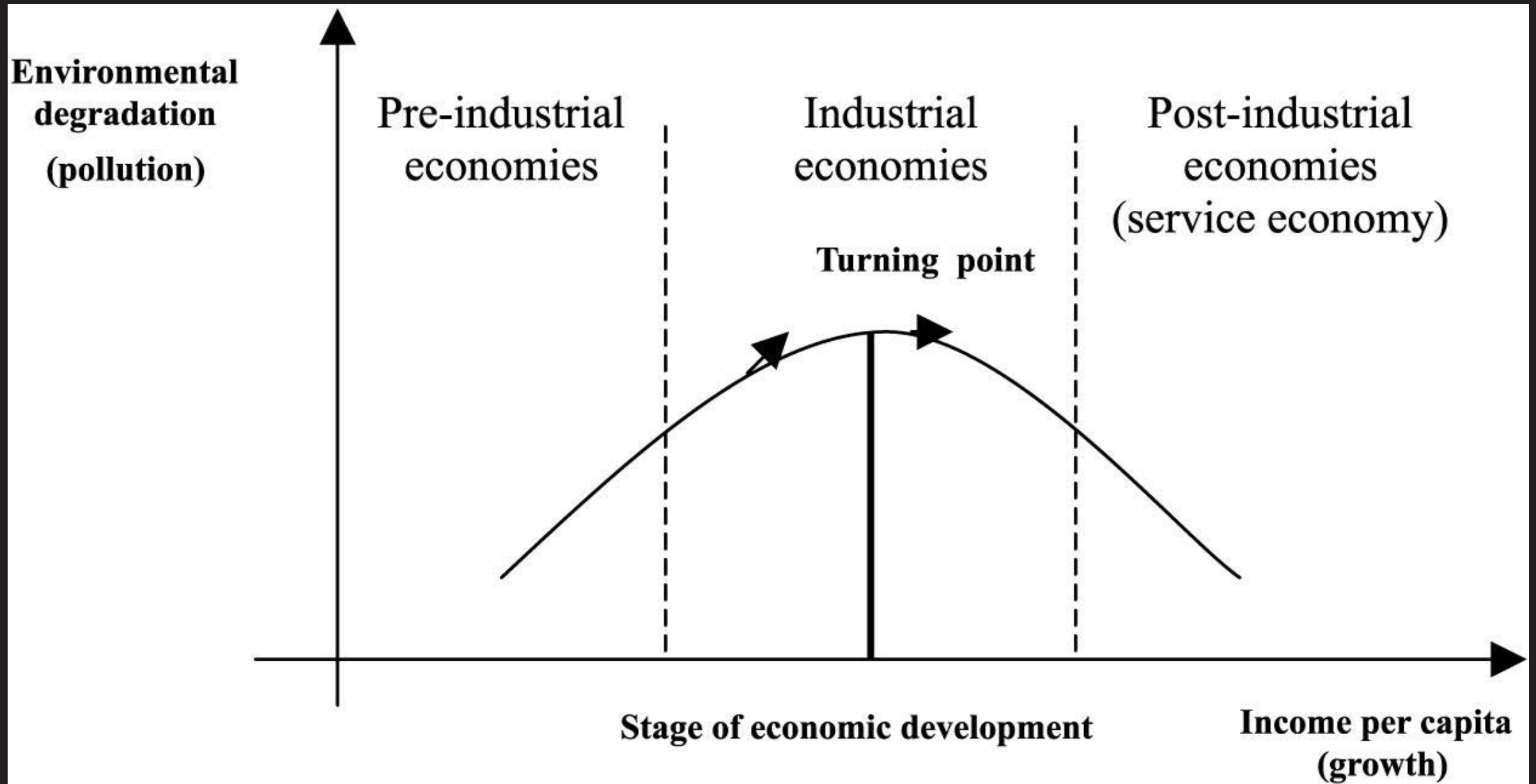





5

Harming prosperity  
harms the environment







A large, stylized number 6. The interior of the number is filled with a detailed texture of a tree trunk, showing bark patterns and colors. The number is positioned on the left side of the image, against a white background.A low-angle photograph of several tall, slender redwood trees in a forest. The trees are covered in moss and lichen, and their branches are visible against a hazy, overcast sky. The perspective makes the trees appear to converge towards the top of the frame.

Top-down approaches  
rarely work







A large, stylized number 7. The top horizontal bar and the diagonal stem are filled with a close-up photograph of a tree trunk, showing rough, brown bark. The number is positioned on the left side of the image, against a white background.

7

A low-angle, upward-looking photograph of several tall, slender tree trunks, likely redwoods, in a dense forest. The trunks are brown and textured, and the background is a soft, hazy green, suggesting foliage and a misty atmosphere. The image occupies the right two-thirds of the frame.

Technological innovation  
is the key to improving  
the environment









# OTHER WORK



- Assessing cost/viability of U.P. Energy Task Force report on Mich. Propane Supply
- Private Conservation Working Group
- Cost of utility IRPs to Michigan
- Edenville Dam Failure Report
- Electricity Primer
- Nuclear Energy in Michigan

