

[The Story of Stuff Project](#)

When Annie Leonard and her friends at Free Range Studios set out in 2007 to share what she'd learned about the way we make, use and throw away Stuff, they thought 50,000 views would be a good result for her '20-minute cartoon about trash.' Today, with over 15 million views and counting, *The Story of Stuff* is one of the most watched environmental-themed online movies of all time.



Annie founded the non-profit **Story of Stuff Project** in 2008 to respond to tens of thousands of viewer requests for more information and ways to get involved. These short, easily shareable online movies explore some of the key features of our relationship with Stuff—including how we can make things better; high quality educational resources and programs are provided to everyone from teachers and people of faith to business and community leaders; and the learning and action of the over 350,000 members of the Story of Stuff community is supported.

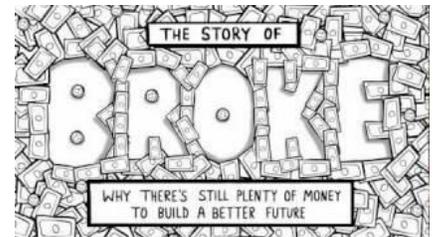
[The Story of Stuff](#)

All the Stuff in our lives affects communities at home and abroad, yet most of this is hidden from view. *The Story of Stuff* is a 20-minute, fast-paced, fact-filled look at the underside of our production and consumption patterns, from its extraction to sale, use, and disposal. *The Story of Stuff* exposes the connections between environmental and social issues all around us and calls us together to create a more sustainable and just world. Every child needs to watch this!



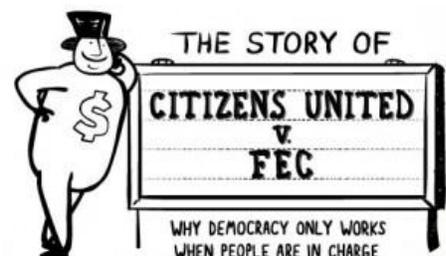
[The Story of Broke](#)

The United States isn't broke; they're the richest country on the planet and a country in which the richest people are doing exceptionally well. But, the truth is, their economy is broken, producing more pollution, greenhouse gasses, and garbage than any other country. In these and so many other ways, it just isn't working. Yet, rather than invest in something better, they continue to keep this 'dinosaur economy' on life support with hundreds of billions of dollars of tax money. The Story of Broke calls for a shift in government spending toward investments in clean, green solutions—renewable energy, safer chemicals and materials, zero waste and more—that can deliver jobs AND a healthier environment. It's time to rebuild the American Dream; but this time, let's hope they build it better.



[The Story of Citizens United v. FEC](#)

The Story of Citizens United v. FEC explores the history of the American corporation and corporate political spending, the appropriate roles of citizens and for-profit corporations in a democracy and the toxic impact the Citizens United v. FEC decision is having on the political process. It ends with a call to amend the U.S. constitution to confirm that people—not corporations—make the decisions in a democracy.



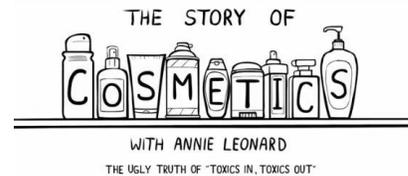
[The Story of Electronics](#)

The Story of Electronics explores the high-tech revolution's collateral damage—25 million tons of e-waste and counting, poisoned workers, and a public left holding the bill. The host takes viewers from the mines and factories where our gadgets begin to the horrific backyard recycling shops in China where many end up.



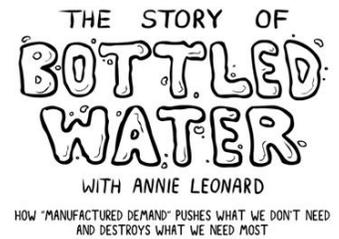
[The Story of Cosmetics](#)

The Story of Cosmetics examines the pervasive use of toxic chemicals in our everyday personal care products, from lipstick to baby shampoo. The seven-minute film reveals the implications for consumer and worker health and the environment and outlines ways we can move the industry away from hazardous chemicals and towards safer alternatives.



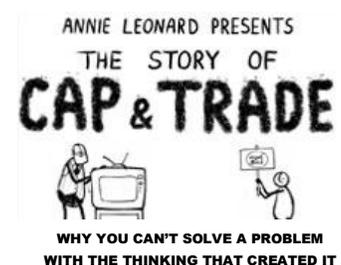
[The Story of Bottled Water](#)

The Story of Bottled Water tells the story of manufactured demand—how you get Americans to buy more than half a billion bottles of water every week when it already flows from the tap. Over five minutes, the film explores the bottled water industry's attacks on tap water and its use of seductive, environmental-themed advertising to cover up the mountains of plastic waste it produces.



[The Story of Cap & Trade](#)

The Story of Cap & Trade offers a look at the leading climate solution being discussed at Copenhagen and on Capitol Hill. Annie introduces the energy traders and Wall Street financiers at the heart of this scheme and reveals the “devils in the details” in current cap and trade proposals: free permits to big polluters, fake offsets and distraction from what's really required to tackle the climate crisis. If you've heard about Cap & Trade, but aren't sure how it works (or who benefits), this is the film is for you.



The Story of Change

Can shopping save the world? *The Story of Change* urges viewers to put down their credit cards and start exercising their citizen muscles to build a more sustainable, just, and fulfilling world. From the moment of birth, we're bombarded with messages that elevate the consumer part of our identity relative to all others, including our citizen-selves. While two-year olds can articulate brand preferences and teenagers spend more time in malls than reading or exercising, about half of American adults don't bother to vote regularly in public elections and fewer than 15 percent have ever been to a public meeting.



Over the past several decades, many environmental and social change efforts have come to reflect this centrality of shopping in our culture, suggesting change can be made - or is even best made—through alterations in our individual consumption patterns. These efforts - buy Fair Trade or organic, use a re-usable bag, screw in a CFL light bulb - are a great place to start, but they are a terrible place to stop, ignoring the real source of our power: coming together as engaged citizens.

In *The Story of Change*, it is argued that it's not bad shoppers who are putting our future at risk; it's bad policies and business practices. If we really want to change the world, we have to move beyond voting with our dollars and come together to demand rules that work.

In the movie, viewers are taken through an inspiring exploration of what effective change-making has looked like through history—from Gandhi in India and the anti-apartheid movement to the US Civil Rights movement and the environmental victories of the 1970s—and share the things you'll find whenever people get together and change the world: a big idea, a commitment to working together, and the ability to turn that shared goal and commitment into action.

Arguing that these movements, like all successful change efforts, needed many different kinds of change-makers (i.e., investigators, communicators, builders, resisters, nurturers and networkers) each of whom plays a different, but very important role in building and sustaining the movement. The movie ends with a question for the viewer: *which are you?*

As the movie closes, viewers will be prompted to take a quiz that helps them explore these change-maker identities, choose the one that fits them best and share the illustrated graphic and description via social media. Viewers will also be able to create and share their own action plan on a new sharing platform we're developing for the over 350,000 members of the Story of Stuff Project Community.