

Annie Leonard

Quotes

*Thinking, Stories, Needs, People, Stuff, Facts, Real, Democracy, Running,
Political, Heart, Writing, Human Rights, Shapes, Numbers, College, Planets,
Feelings, Sandwiches, Way*

There is no such thing as away. When you throw something away, it must go somewhere.

~Annie Leonard

Bottled water costs about 2000 times more than tap water. Can you imagine paying 2000 times the price of anything else? How about a \$ 10,000 sandwich?

~Annie Leonard

Our primary identity has become that of being consumers - not mothers, teachers, or farmers, but of consumers. We shop and shop and shop.

~Annie Leonard

Solid information is necessary, but insufficient. We also need to present that information in ways that are inspiring and accessible. That's where stories come in.

~Annie Leonard

You cannot run a linear system on a finite planet indefinitely.

~Annie Leonard

Turns out, people's brains are not nearly as powerful a motivator as our hearts. Facts, data, and economic models don't move people to courageous action the way that powerful stories can.

~Annie Leonard

We've got to rescue our democracy by using it.

~Annie Leonard

Shop smarter and shop less. But please don't let that dissuade you from engaging in campaigns to make real lasting change.

~Annie Leonard

The power that comes from knowing the facts of history is dwarfed by the power that comes from being able to shape the stories about how that history is written and told.

~Annie Leonard

Activists need to get the facts right. One of the big assets we have on our side is the truth, and we lose credibility and power if we're loose with that.

~Annie Leonard

It's crucial we know the facts and science, but it's naïve to rely on them alone to build a movement for change.

~Annie Leonard

I think history has less of an impact on current times than the stories that we tell ourselves about that history [do].

~Annie Leonard

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