



Alliance for Reason and Knowledge

Planting the seeds of a sustainable tomorrow

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Last year in 2025 The Alliance for Reason and Knowledge (ARK) assisted in Kotzebue's Earth Day event that took place in June Nelson Elementary School's Library, using our non-profit status to help obtain a prize of a month free of utilities. The organizers of the event gave rewards for contributing ideas on how the community of Kotzebue can reduce waste, reuse and upcycle materials. That fit well with EarthDath.Org's theme of Our Power, Our Planet, which they're repeating this year as well. Town hall events like this are important to get input from our children, who are often left powerless in our democratic process.

This upcoming Earth Day on April 22nd Christina Nelson and Joshua "Eilghuk" Hadley are working on a similar event, this time located at the Northwest Arctic Heritage Center. With the popularity of the upcycling craft station last year the focus on prizes will be on an art competition and examples of residents' own upcycling efforts. We'd like to encourage all those who can participate, and to offer incentives for people who are able to as well. This is a grassroots effort that requires help from the community, and we feel that's appropriate as this planet is home to us all.

This event is important as we're promoting the Zero Waste, which aligns perfectly with the Iñupiat value of Respect for Nature. The Iñupiat survived in this harsh environment through resiliency and self-reliance, not wasting any resources that nature has provided for them. A driver for our current climate crisis is an imbalance we have with nature, as our current economic system puts too high an emphasis on increasing financial capital while ignoring resource, social and human capital. A goal of ARK is to move toward a Regenerative economy, with all these capitals being measured, and to move humanity back into a relationship with nature that the Iñupiat people had before being forced into this one.

Any help you can give toward this Earth Day event is greatly appreciated as a reliably prosperous economy can only exist in the context of an educated community nourished by a healthy ecosystem.