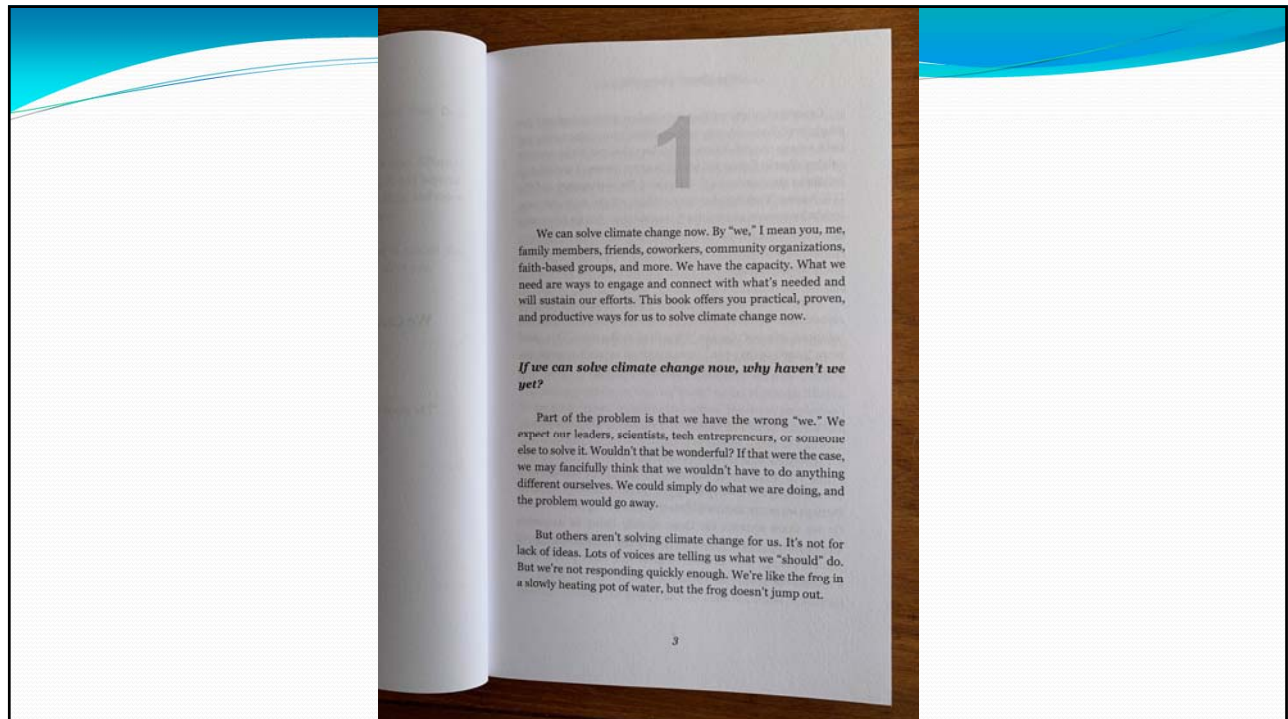


# Do What You Love for a Healthy Planet

Don Maruska, MBA, JD, Master Certified Coach  
author: *Solve Climate Change Now*  
Enjoy Being a Climate Solver community workshop  
November 12, 2022

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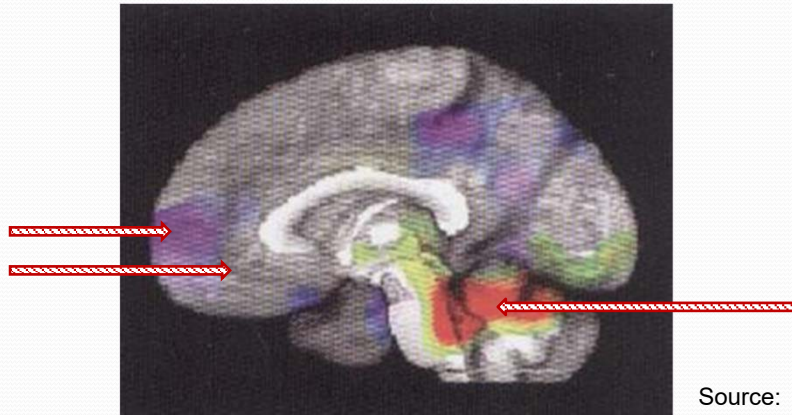
## Key points

1. Fear won't solve this.
2. Hope encourages the required self-motivation.
3. Identify what you love to do.
4. Choose appealing climate needs to serve.
5. Find your climate sweet spot for impact.
6. Scale for broader climate health benefits.
7. Celebrate success!

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## 1. Fear-driven approaches fall short

Fear works for acute, short-term challenges, but falls short for chronic, long-term issues.



Source: Antonio Damasio

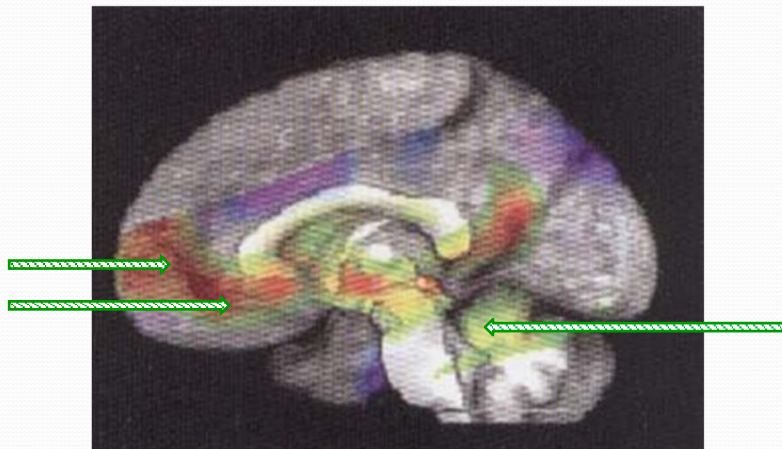
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## We need alternatives to

- Fight
- Flight
- Freeze
- Finger point

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## 2. Hope stimulates better thinking



Source: Antonio Damasio

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## What are your hopes for a healthy climate?

- Why are they important to you?

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## 3. Identify what you love to do

See examples of roles and activities at  
[www.SolveClimateChangeNow.com](http://www.SolveClimateChangeNow.com)

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see handout

Activities	Roles
Learning and sharing something new	Researcher Learner Teacher
Field trips (in person or online) to see what others are doing	Attendee Sharing the learning with others Organizer
Pop-up action events	Attendee Sharing the news with others Organizer
Cooking	Planning menus Cooking on your own Cooking with others
Eating	Choosing your food Experimenting with new choices Sharing good discoveries with others
Discovering something interesting in nature	Taking a hike on your own or with others Attending a workshop Organizing or leading workshop
Bicycling, walking, skateboarding or other ways of getting around	Solo Commute buddies Organizer
Discussing ideas with others	Attendee Thought or question prompter Organizer

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Improvisation	Audience member Player Organizer
Problem solving	Analyzing issues Explaining things to other people Figuring out new ways to do things
Building things	Designer Planner Hands-on construction
Shopping	Making a list of what's needed Looking for best deals Telling others about what you got
Helping others	Providing direct service or support Encouraging others to participate Organizing a service or event
Gardening or landscaping	Planning your garden Planting trees and/or plants Tending and enjoying the garden
Encouraging action by legislators, government agencies, businesses, etc.	Letter writer Speaker at meetings Organizer mobilizing people to act

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## 4. Choose appealing climate needs

**Awareness:** learning and sharing information about climate change, carbon footprints, and solutions

**Actions:** steps you can take at home, work, and in your community

**Advocacy:** policies you can support for climate health

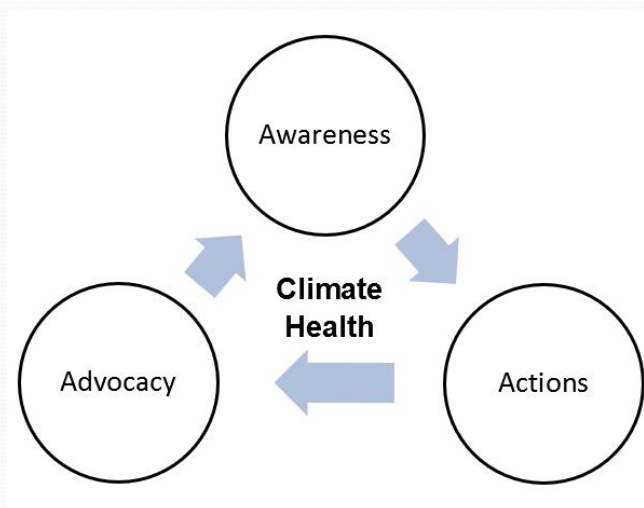


Photo: Ben & Jerry's

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## Triple A of Climate Health

see handout



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# Awareness -- our carbon footprints



EVERYDAY  
OPPORTUNITIES  
FOR LOCAL  
CLIMATE ACTION

[www.ResilientSLO.org](http://www.ResilientSLO.org)

or outside SLO County:

[www.BrightAction.app](http://www.BrightAction.app)



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Refine your results: What is most important to you?  
Recommendations based on your Energy Profile

Priority: ☒ Impact ☐ Savings / Year

Add a filter: Difficulty:  Upfront Cost:  Time Required (hours):

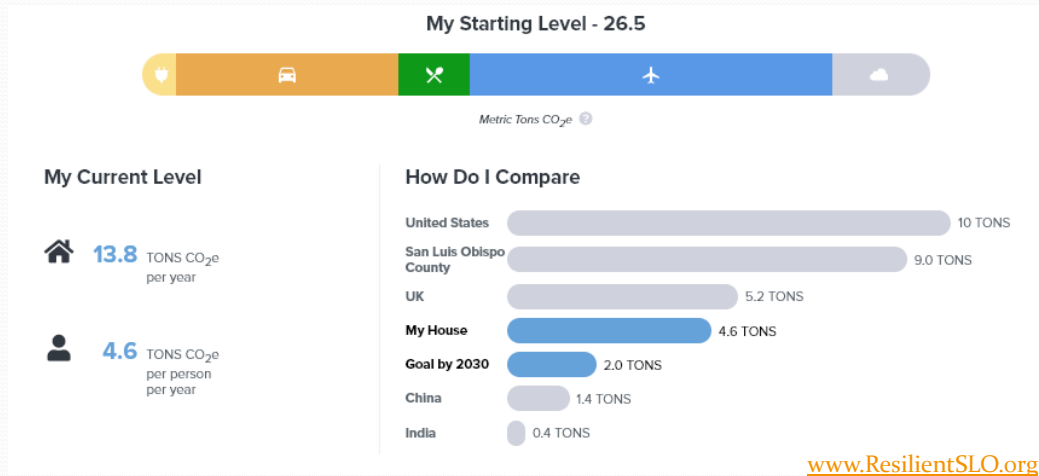
Renter Friendly: ☐

**Opportunities for action**

<b>Buy or Lease an Electric Vehicle</b> Ditch the gas pump for BIG savings <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 10,860 💰 \$800 <input type="button" value="Customize"/>	<b>Install Electric Heat Pump Water Heater</b> Go heat pump for a big impact! <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 2,540 💰 \$110 <input type="button" value="Customize"/>	<b>Reduce Air Travel</b> Consider exploring closer to home <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 1,600 💰 \$400 <input type="button" value="Customize"/>	<b>Carpool</b> Hit the carpool lane and save time and money <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 1,400 💰 \$440 <input type="button" value="Customize"/>
<b>Install Low Flow</b> Go low flow <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 1,190 💰 \$120 <input type="button" value="Customize"/>	<b>Take the Bus</b> Hop on the bus and make a big impact <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ★ Medium ⌚ 1,070 💰 \$40 <input type="button" value="Customize"/>	<b>Telecommute</b> Skip the commute and work from the comfort of home <input type="button" value="Done!"/> ★ Medium ⌚ 1,050 💰 \$340 <input type="button" value="Customize"/>	<b>Home Energy Checkup</b> Get expert advice on saving energy & creating a cozier, safer home! <input type="button" value="Done!"/> ★ Medium ⌚ 1,000 💰 \$0 <input type="button" value="Customize"/>

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## Learn about your footprint



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## "Plant It Forward"

**Results to date:** 167 trees planted – at maturity ~3+ tons CO<sub>2</sub> per tree

**Target:** planting 100 trees for each of next 10 years – collaborate with other SLO County Rotary Clubs and community groups

### Possibilities:

- ECOSLO
- SLO Parks (Don is reaching out)
- Chalk Mountain Golf Course (Joel Clay, manager, Atascadero Rotary)
- El Chorro Regional Park Lopez Lake (Brian connection)
- SLO City
- Land Conservancy
- SLO Botanical Garden
- Caltrans



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## Boost soil health to hold carbon

**Results to date:** 1 learn by doing, one club-sponsored at SLO Botanical Garden to boost CO<sub>2</sub> capture by 4-10 times

**Target:** 1 or more additional bioreactors with youth and collaborators

**Possibilities:**

- SLO Botanical Garden
- Land Conservancy
- SLO Emerson Park or Mitchell Park



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## Advocacy –

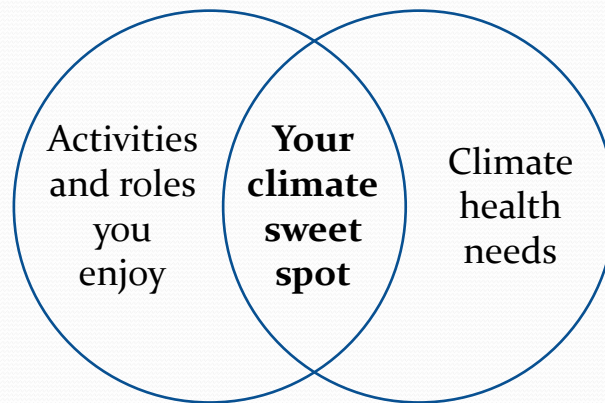
Do you want to be a voice for a healthy climate?

Explore local groups, for example:

- SLO Climate Coalition [www.SLOClimateCoalition.org](http://www.SLOClimateCoalition.org)
- ECOSLO [www.ECOSLO.org](http://www.ECOSLO.org)
- SLO Chapter of Citizens Climate Lobby  
[www.CitizensClimateLobby.org](http://www.CitizensClimateLobby.org)

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## 5. Find your “climate sweet spot”



*What will help you translate your intentions into results?*

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## 6. Scale for broader climate health benefits

Rotary Club of San Luis Obispo de Tolosa

Example: pilot with 10 households for 2 months

Our impact

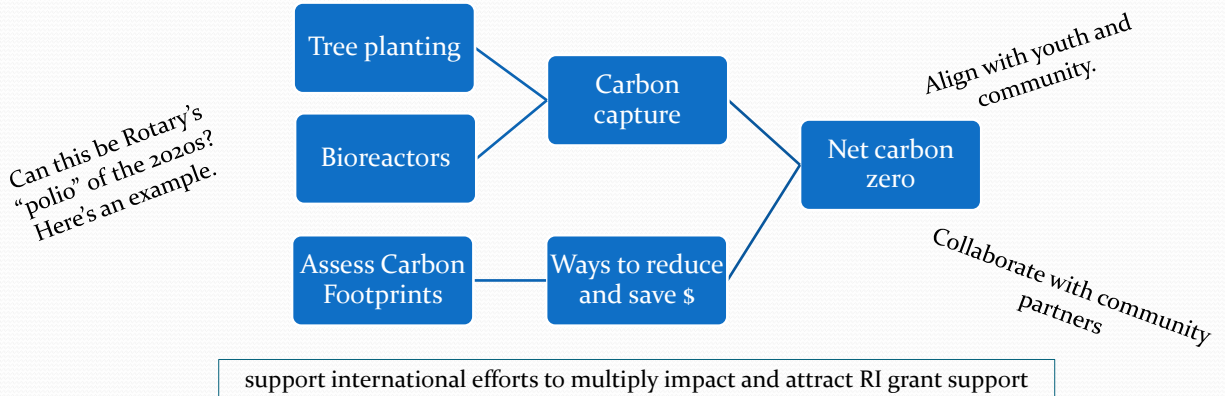


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## Expand impact –

### example Rotary San Luis Obispo de Tolosa

We can become net zero carbon with multiple ways to participate so all club members can play.



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## 7. Celebrate success!

- Fuel your hopes.
- Be a shining light for others.
- Enjoy being a climate solver.

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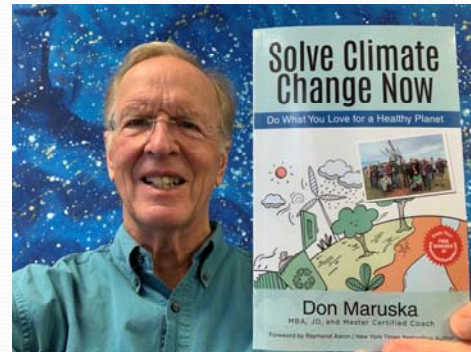
How would you like to enjoy being a climate solver?

Don Maruska

[Climate@DonMaruska.com](mailto:Climate@DonMaruska.com)

805-772-4667

Thank you!



[www.SolveClimateChangeNow.com](http://www.SolveClimateChangeNow.com)