

Go Green!

Thanks, but I'd rather go with the flow

By Matt Riggs, MD, CPA, MM, TBA, OMG, LOL, Esq., III

Bio



By day:

Outreach Coordinator,
MARC Solid Waste
Management District
(Platte, Clay, Ray, Jackson
& Cass counties)

Bio

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THE green Life

IT'S EASIER THAN WE THINK



Eco Elvis delivers environmental message with a twist

**BY LINSA CRIFE
SPECIAL TO THE STAR**

A cohort of budding people about the environment that Rizzo believes in delivering the message with a song and a smile.

The outreach coordinator for the youth waste management council of the 9th America Regional Council Rizzo will be wearing his green coat, his blue and red guitar and transforming into his alter ego persona, "Eco Elvis."

Performing at schools and festi-

vals, Rizzo offers up renditions of 60-odd songs with lyrics about recycling, composting, car pooling and reusable shopping bags. "Viva Las Vegas!" becomes "Viva Las Vegas, 'Til the Rocks" is transformed into "Earth Day Rock" and "Hound Dog" becomes "Compost Dog."

The council will be performing songs and stories to come out of his green coat and guitar and will be singing "Eco Elvis" songs at his next show at "Burnin' Love," "Burnin' Cabin."

As Eco Elvis, Rizzo sang the national anthem at a Kansas City, MO's game in October 2006. He has been interviewed by the BBC, and his appearance on CBS' 60 Minutes was his appearance on the "60 Minutes" environmental show. Rizzo believes that "Eco Elvis" is the most effective way to spread the message.

"Eco Elvis" was a weekly song project that took over 30 states to inspire America's youth to learn about environmental sustainability. More than 100 people were interviewed, including Rizzo. "I would love to see the video," he said. "I've been asked a lot more requests for appearances."

A Kansas City native, Rizzo began playing the guitar at about age 12 and played in bands, guitar and sang in a band while attending Central High School. He has a degree in Fine Arts and a minor in Music from Central Missouri State University.

"I can't really play a lot, but I discovered that performing was a comfortable medium to operate in."

SEE ECO ELVIS: FACE

office home travel food

Here at The Star, we do our part to help the environment. We use 87% recycled ink, we recycle most of our production materials, including press plates, newspaper waste and most cardboard, and we collect and send out white paper waste for recycling.

- By all the rest of my time: Eco Elvis, eco-friendly Elvis impersonator and “edutainer”
- www.EcoElvis.com

Question:

What is the first thing that comes to mind when I say “go green”?

Green Leaders

- ◉ Our role: To answer the following question for your communities: “How do I go green?”
- ◉ Our goal today:

To discuss the areas you need to focus on as a green leader to help your audiences truly go green.

Green Leaders

Green leaders need to be:

- Scientific
- Well Read
- Humanitarian
- Non-speciesist
- Enabling
- Inspiring
- Broad-minded
- Patient
- Able to laugh

What does it mean to “go green”?

“We have not agreed as a society on what being green actually means.” – Peter Gleick, Pacific Institute

What does it mean to “go green”?



- Pop culture says: “It’s quick, cheap, and easy!”
- But, pop culture is by nature:
 - Simplistic
 - Unfocused
 - Random
 - Often misleading

What does it mean to “go green”?

Are we having a “green revolution” or a green party?

So far, its “quick, cheap, and easy”, therefore it’s a party, a costume party:

- It’s all about the costume – looking green
- Everybody gets to play
- Everybody’s a winner
- No one gets hurt
- Nobody has to do anything hard

- Revolutions are hard...

What does it mean to “go green”?

Truly going green is not:

- Quick
- Cheap
- Easy
- Obsessing over recycling plastic lids and installing a few CFLs

Going green is a worldwide systemic change in how humans operate that needs to be shaped by intelligent design and buttressed by:

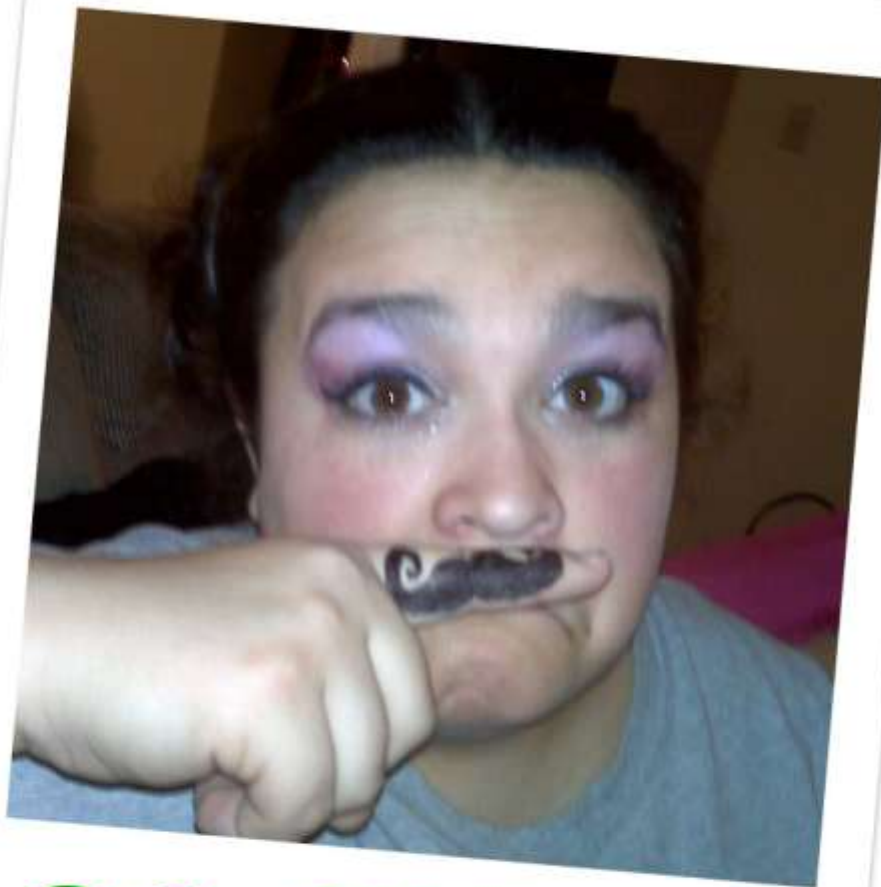
- Market forces
- Higher efficiency standards
- Tougher regulations
- An ethic of conservation

It's going to be hard work, it's a revolution.

What does it mean to “go green”?

Goals of going green:

1. To change the climate system – to avoid the unmanageable and manage the unavoidable.
 2. To preserve and restore the world’s rapidly depleting ecosystems.
 3. To break a collective addiction to petroleum that is having profound climate and geopolitical effects.
- Bottom line: We’ve got to utilize the Earth’s resources at a rate at which they can be replenished.
 - As the community thought leaders, we don’t want this to happen...



GO GREEN!

Why is it important?



- It's our home
- Our children
- Other living creatures
- National security
- Our economy

Perspective

What's Goldilocks' perspective?

- ◉ Global Warming...too political
- ◉ Go Green!...too superficial
- ◉ Sustainability...now, you're talkin'!



12 Areas We Must Address To Go Green

The Even Bigger 12

1. Population



“Any cause is a lost cause without a reduction in population.” – Negative Population Growth

- Current human population: 6.8 billion
- Human population projection for 2050: 11 billion
- Optimal world population: 2-3 billion
- Optimal birth rate: 1-2 children per woman

2. Poverty



- Basic needs: food, clothing, shelter
- Systemic change: health services, education, micro lending, etc.



3. Gender Equality



"Simply put, young women are the single biggest potential agents of change in the developing world... No other factor even comes close to matching the cascade of positive changes triggered by teaching a single girl how to read and write." - Greg Mortenson from *Stones Into Schools*

- Political equality
- Economic equality
- Social equality
- Access to family planning
- Educational equality

4. Peace



- Universal humanitarianism is essential to solve global problems;
- Compassion is the pillar of world peace;
- All world religions are already for world peace in this way, as are all humanitarians of whatever ideology;
- Each individual has a universal responsibility to shape institutions to serve human needs.

5. Energy



- Efficiency in the built environment and transportation
- Sustainable alternatives

6. Food



- Local
- Organic
- Less meat
- Soil conservation



“A nation that destroys its soils destroys itself.” – Franklin D. Roosevelt

7. Water



“All the water that will ever be is, right now...” – National Geographic



- Conservation
- Pollution Prevention

8. Stuff



- Reduce
- Reuse
- Recycle & Compost

9. Leadership



- Public sector: national, state, regional, local
- Private sector: CEOs, boards of directors, etc.



- Leaders in your life: church, school board, homes association, civic groups, etc.

10. Money



- Invest
- Donate
- Buy green products & services

11. Daily Habits



- Recycle
- Turn off the lights
- Use reusable bags
- Turn down your thermostat
- Google pulls up: 9,999,999,999,999 green tips, so go crazy, have fun with it!

12. Get Involved

“You need
involvement.”
– Lucy Van Pelt

- Volunteer
- Tune in
- Get active



Next Steps

Now what?

Questions?

Matt Riggs, (816) 701-8313, mriggs@marc.org

“We need a lot less conversation, a lot more action, please. It’s the most important cause of the 21st century.” – Eco Elvis

Questions?

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“Mother Nature is just chemistry, biology and physics. Everything she does is just the sum of those three things. She’s completely amoral. She doesn’t care about poetry or art or whether you go to church. You can’t negotiate with her, and you can’t spin her and you can’t evade her rules. All you can do is fit in as a species. And when a species doesn’t learn to fit in with Mother Nature, it gets kicked out...every day you look in the mirror now, you’re seeing an endangered species.” – Rob Watson, EcoTech

Millennium Development Goals

- Millennium Development Goals
 1. Eradicate Extreme Poverty and Hunger
 2. Achieve Universal Primary Education
 3. Promote Gender Equality and Empower Women
 4. Reduce Child Mortality
 5. Improve Maternal Health
 6. Combat HIV/AIDS, Malaria and other Diseases
 7. Ensure Environmental Sustainability
 8. Develop a Global Partnership for Development