
ENVIRONMENTAL AMBASSADORS:

PROMOTING ROTARY'S
NEW FOCUS AND HELPING
ROTARIANS PROTECT OUR
ENVIRONMENT

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ENVIRONMENTAL AMBASSADORS: KEY POINTS

1

“Protecting the Environment” is Rotary International’s 7th Area of Focus.

2

Becoming an **environmental ambassador** is a new leadership opportunity for Rotarians.

3

Ambassadors will **promote** Rotary’s new focus and **help** protect our environment.

NEW ROTARY CAUSE: OUR ENVIRONMENT



Promoting Peace



Fighting Disease



Providing Water



Saving Mothers
and Children



Supporting
Education



Growing Local
Economies



Protecting Our
Environment

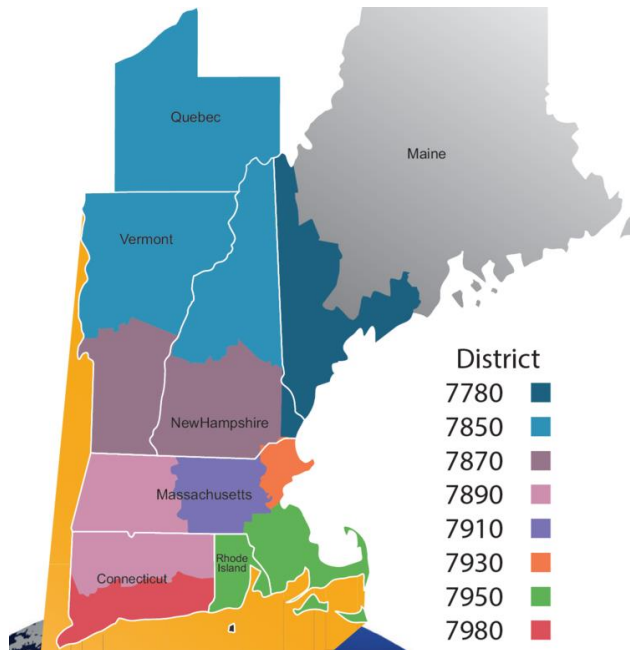
PROTECTING OUR ENVIRONMENT

Share the news: *protecting our environment is a new focus for Rotary International!*

What **new opportunities** does this new focus create for Rotarians and clubs?



DISTRICT 7780 ENVIRONMENTAL COMMITTEE



- District Governor Claudia Frost appointed me to serve as chair of a new **environmental committee** for our district.
- I am recruiting committee members by inviting all clubs to appoint **environmental ambassadors** to serve on our district environmental committee with me.
- Planning first event to be a get together around **Earth Day (April 22)**.
- Discuss ideas and define **goals** for committee and **role** of environmental ambassadors.
- What are **your ideas** for how Rotarians and clubs in our district can pursue Rotary's new focus on protecting our environment?



LOOKING FOR ENVIRONMENTAL AMBASSADORS

An opportunity for service above self and networking:

- **Reach out** to other groups and community members who care about environmental issues.
 - **Spread the word** that protecting our environment is a new focus for Rotary.
 - **Find ways** to connect Rotarians in our clubs with service opportunities to protect our environment.
 - **Share what you learn** with other environmental ambassadors in our district.
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BECOMING AN ENVIRONMENTAL AMBASSADOR

Volunteer

If you are a Rotarian in District 7780, you can volunteer to be an environmental ambassador for your club by letting your **club president** know of your interest.

Accept

Your club may nominate you to represent them on the district environmental committee. By **accepting the nomination**, you become an environmental ambassador.

Join

You will be invited to **join the district environmental committee**. Our committee's first tasks are to set goals and define what it means to be environmental ambassadors for Rotary.

Share

Share information and ideas so everyone knows that Rotary has a new focus on protecting our environment. Share what your club is doing to protect our environment.

Connect

Connect with other groups and members of your community. Connect Rotarians in your club with service opportunities to protect our environment.

Ideas to Share:

Rotarians Helping Rotarians Protect Our Environment

Rotary
Club of Brunswick



A NEW CHALLENGE



- As club president for Rotary year 2021-2022, I wanted our club members to **take action** to protect the environment.
- Each month I suggested an **environmental challenge** appropriate to the season.
- For example, July's challenge was **gardening**, and August's was **composting**.





ENVIRONMENTAL CHALLENGES FOR 2021-2022

- **July “Organic Gardening”**
Start growing something edible.
- **August “Kitchen Composting”**
Start a backyard compost bin, sign up for a composting service, or use the free municipal compost bins.
- **September “Buying Local”**
Make a meal from food grown by a local farmer.
- **October “Yard Composting”**
Collect and compost your leaves and yard waste
- **November “Energy Saving”**
Plan how to use less energy this winter.
- **December “Lighting Efficiency”**
Upgrade your lights to LED.
- **January “Making Resolutions”**
Share a sustainability resolution with our club.
- **February “Eating Healthy”**
Make meat-free meals; share your favorite recipes.
- **March “Going Solar”**
Solarize something in your home or business.
- **April “Celebrating the Earth”**
Lead a community service project around Earth Day.
- **May “Mindful Moving”**
Walk, bicycle or carpool to a meeting or service project.
- **June “Sharing Our Stories”**
Share a story about how you’ve protected our environment.

HOW CAN YOU AND YOUR ROTARY CLUB PROTECT OUR ENVIRONMENT?



Energy



Food



Water



Transportation

PLAN FOR ENVIRONMENTAL AMBASSADORS

Recruit

- Create an opportunity for **Rotarians in District 7780** to become environmental ambassadors.
- Reach out to **club presidents** and speak with **clubs** in our district to explain the concept.
- Find Rotarians who are **passionate** about the environment.

Organize

- Gather environmental ambassadors for an **initial event** sometime around April 22 (Earth Day).
- Share **ideas** and **information** about what's happening in our district.
- Establish **goals**.
- Define the **role** of environmental ambassadors.

Act

- Raise **awareness** that Rotary is now working to protect our environment.
- Bring **community members** to Rotary service projects that are protecting our environment.
- Help Rotarians and club take **effective action** to protect our environment.

IDEAS FOR ENVIRONMENTAL AMBASSADORS

Rotary Action Groups

- Rotary Action Group for **Endangered Species**
- **ESRAG: Environmental Sustainability** Rotary Action Group
- **Food Plant Solutions** Rotary Action Group

District Projects

- Work together on district grants or service projects that involve multiple clubs. For example: Styrofoam collection.
- Citizen science, environmental monitoring.
- Hosting delegations of Rotarians from other countries.

Club Projects

- “Lead by Example” challenges.
- Trash pick ups or beach clean ups.
- Household hazardous waste collection.
- Electronic waste collection.
- Environmental talks and demonstrations.



SUMMARY

Being an **environmental ambassador** is a new service opportunity for Rotarians in our district.

Clubs can nominate environmental ambassadors to serve on our district's new environmental committee.

Environmental ambassadors serve to **promote** Rotary's new focus and **help** protect our environment.

Our initial meeting will occur around **April 22 (Earth Day)**.



THANK YOU!

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