

# Earth is My Home Initiative: Overview



**earthismyhome.org website and app (coming soon)**

**Inspiration, education, connection, and appreciation  
to nurture everyday earth actions.**

*"The more one gives of love, the more one has to give."* – Lois Wilson

*"The deepest craving of human nature is the need to be appreciated."* – William James

*"The times are urgent, let us slow down."* – Bayo Akomolafe

**Vision:** The Earth Is My Home Initiative is a leading global source for nature-based education, training, organizing, community, gratitude, and joy.

**Mission:** To create and celebrate a global network of ordinary people starting conversations, gushing appreciation, and taking actions to love, protect, and heal our home, the earth.

**Goal:** The Earth is My Home Initiative aims to use evidence-based strategies to seed and propagate new social norms. Specifically, we aim to make it commonplace for people: 1) to talk about and take actions to care for the earth every day, and 2) to notice and appreciate others for their earth-nurturing actions.

**Our ambitious plan:** To run the largest volunteer non-political face-to-face conversation and canvassing campaign ever – integrating community organizing, persuasion, and tech. We will mobilize volunteers to tell personal stories, express gratitude, and share a simple checklist of effective and scalable nature-supporting actions to inspire others to take part in collectively healing our planet.

**Our mascot:** [Rusty Patched Bumble Bee](#)

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### **Rationale:**

*"No longer can we blithely assume that some ecosystems or species are expendable. Why? Because they are the organs and tissues of a living Earth."* – Charles Eisenstein

### **Global crises**

Climate and nature crises are currently threatening global eco-systems and life on earth. There are two interconnected causes of the crises:

- **Emissions of gases.** Our need for power for electricity, heating and cooling, agriculture, transportation, forestry, and manufacturing are overwhelming the earth's natural systems to keep water and carbon in balance between land, air and oceans. The resulting increase in carbon dioxide, methane, nitrous oxide, and other gases in the atmosphere traps solar heat resulting in changes in temperature and rainfall patterns, sea level rise, and increases in the severity of storms and fires.
- **Day-to-day ecological destruction.** The intentional or unintentional killing of life (in all its forms: living soil, trees and other plants, insects, birds, creatures big and small, even microbes) -- and the destruction of habitats that support life (our forests, soils, wetlands, lakes, rivers and oceans) diminishes the earth's natural cooling and regenerative capacity, and resiliency.

The United Nations [Environment Program Emissions Gap Report](#) states that reasonable maintenance of global ecosystems require keeping the earth's average temperature below 1.5 degrees Celsius above pre-industrial levels. Even if each country's policy and technology commitments for emissions reductions under current agreements for 2030 are implemented, it is projected that earth's average temperature will rise by 2.7 degrees Celsius by the year 2100, way too high for ecosystem stability. Instead, to reach the at or below 1.5 degrees Celsius target, total global CO2 emissions need to be reduced by 42% by 2030 and 100% by 2050.

This task is daunting, but reducing warming emissions only tackles one of two crises. Nature – magical, beautiful, wonderful *life* – is also essential for human existence and to [solving our climate crisis](#). Nature-based solutions like regenerative agriculture, reforestation, and cleaning our oceans are key to [drawdown](#), capturing warming gases by transforming them into healing living beings, like plants, soil microorganisms, and compost.

*Life begets life.* The latest report from the [Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services \(IPBES\)](#) states that "nature and its vital contributions to people, which together embody biodiversity and ecosystem functions and services, are deteriorating worldwide." ~ 25% of animal and plant groups assessed are threatened with extinction due to habitat destruction, with 1 million species facing extinction within the next decade.

### **Key solution = Behavior Change**

The most important steps to address these challenges are policy efforts that work on a broad scale to preserve and restore the atmosphere and ecosystems. However, policy change is not happening fast enough. And in any case, what does policy actually do? Policy creates incentives for people to change their behaviors. It is the behavior changes by billions of people that are urgently needed. Behaviors that determine things like how we use energy, how we build infrastructure, how we shop, how we get to work, how we eat – in essence, how we live.

Take the case of energy emissions, for example. It is *household* demand for energy that accounts for [72% of direct and indirect global emissions](#), primarily through activities of daily living including transportation, food, purchases, waste, and housing. According to a 2019 study published in [Energy Research and Social Science](#), "car and plane mobility, meat and dairy consumption, and heating are the most dominant components of household footprints."

Another example: We usually connect pesticides with farming, but our demand for pristine lawns and grass monocultures encourages [household use of lawn chemicals](#) that are contributing to most of the decline of insects, birds, and bats. Suburban lawns and gardens receive more pesticide applications per acre than agriculture.

What all this means is that solving the climate and nature crises by 2050 calls for "all hands on deck," including regular people taking individual actions to care for the earth – acts like reducing energy and water use; changing the food we eat; reducing plastic and other waste; eliminating nature destruction; and restoring landscapes and ecosystem. Motivating individuals, families, governments, and organizations to take voluntary actions is urgent.

### **Social Norms: The key to overcoming isolation and powerlessness**

*"We have the choice -- to use the gift of our life to make the world a better place or not to bother." – Jane Goodall*

After decades of public confusion, people understand the gravity of the crisis. According to a [2021 Yale survey](#), most Americans think that global warming is real (76%) and worrisome (70%), will harm future generations (74%), and that they have a personal responsibility to address it (69%). Yet only 24% say they hear people talking about it once a month or more, and only 38% say they or their loved ones do anything about it. *Even people who care deeply are not taking effective actions because they feel overwhelmed, isolated, and powerless.*

Our initiative tackles this isolation and powerlessness head on. The science of social norms says that beliefs that friends, family and neighbors are behaving in a certain way and expect you to behave in that same way can affect our behavior in powerful ways. *Behavior changes by only 10% of a population can create new norms.* A simple, global system is needed to seed and propagate these new norms. The initial primary audience for our initiative are early-adopters = people who have the motivation and resources to take action to help the

environment, but may not know what to do or how to do it, and/or may feel like their actions would not be meaningful. If visible, changes by small numbers of people can create new common norms.

### **Proven Strategies**

Our initiative incorporates effective evidence-based behavior change, social norm, advertising, and canvassing elements. First, we are creating an extraordinarily simple checklist of effective actions hosted on a website/app. [Checklists](#) are powerful behavior change interventions. In addition, the checklist actions are a learning opportunity – each action will be hyper-linked with why, how, and where to get help. Second, participants will write and receive a thank you note and award for completing the checklist, instilling buy-in and fostering reciprocity. Third, the website and app will connect participants visually, on a global map, and emotionally, through low-barrier opportunities for volunteering, writing more thank you letters, and making system changes – tackling the illusion that “no one else is helping”. Finally, and most importantly, rather than marketing the website/app using only web-based media, our initiative will train thousands of volunteer recruiters and canvassers through videos and webinars to craft personal persuasive stories that inspire and empower people to join the effort to preserve our beautiful world.

**We know, another app?! *The Earth is My Home Initiative is different.*** There are dozens of apps that help people calculate their carbon usage and suggest climate actions. None of them are working on a large scale - for two reasons. The most important reason: they make people feel *terrible* about what they are doing wrong. Most apps ask people to document their miles traveled, their heating bills, etc. etc. and then display how much carbon they use. This is misguided - it puts people into a state of shame and guilt. Negative feelings are disempowering, not empowering. Another reason: these apps are only being promoted virtually, and social media has limited effectiveness. Personal conversations with peers are needed to persuade ordinary people to make real behavior changes. Political campaigns and door-to-door salespeople use canvassing because it works.

Instead of asking what participants are doing wrong, the checklists ask people to tell us what they are doing right. And then we celebrate and appreciate participants, which in turn, inspires them to do more. And crucially, instead of only connecting with people virtually, we are spreading the word through face-to-face conversations and storytelling using [proven strategies of persuasion](#). Neighbors, friends, families are credible sources.

To summarize, the Earth Is My Home Initiative is a simple and user-friendly global website and app system ([earthismyhome.org](http://earthismyhome.org)) that:

- Incorporates active appreciation and personal connections into every step.
- Hosts a checklist and accurate info about earth-preserving actions that matter.
- Thanks and rewards participants for steps they are already taking and for new changes they make in their lives.
- Globally maps actions and awards so participants see their efforts as part of a collective whole - and not just a drop in the bucket.
- Connects people taking action both in their local communities and globally.

- Seeds engagement through personal and systematic door-to-door, heart-felt conversations to elicit feelings of joy, fulfilment, agency, and connection.
- Provides simple, scalable volunteer opportunities for people to take further action.
- Uses data and AI to tailor initiative systems and track successes.

**Earth Is My Home Website/App Flow (Draft).** On the next pages, we describe the flow of the earthismyhome.org webpage and app, and the checklist. The website is not yet available. Here are the components we are building:

## 1. HOME PAGE:



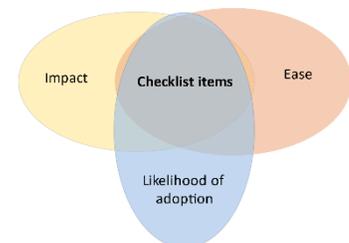
2. **SIGNUP and LOGIN:** Participants will enter their email and zipcode, and select a password.

3. **WRITE A THANK YOU NOTE:** Before completing the checklist themselves, participants will be asked to write a personal thank you letter to at least one other “Earthie” (Earth is My Home participant). This ensures that every participant gets a thank you note. A simple tool enables participants to quickly select funny and quirky thank you phrases to send to other participants. Each thank you note is crafted by an individual participant (a real person) and sent to another participant (another real person). Imagine getting a thank you note for air drying your laundry! Thank you notes are motivating.



4. **COMPLETE THE CHECKLIST (see draft below).** *Note: planned future solutions checklists include for Schools, Workplaces, Faith-based Organizations, and Governments.*

- Participants will be invited to complete the “Home” Checklist.
- Checklist actions will be selected for impact, feasibility/ease of adoption, likelihood of adoption, and ease of understanding.



## 5. LEARN

- Most actions on the checklist will have a “bee informed” icon/hyperlink which will take participants to a new page with in-depth information.
- Hyperlinks included in checklist below are examples only. Blurbs will be written and standardized.



## 6. RECOGNITION

- Participants will have a profile page that displays their checklist accomplishments and future action lists.
- After completing the checklist and clicking SUBMIT, every participant will receive a personal thank you letter and their award. They will be encouraged to “Take it up a notch!” by selecting additional actions on the checklist they wish to pursue.
- Each action on the checklist will be used to calculate a score. Once a participant completes the checklist and clicks SUBMIT, scores are calculated. Based on their

scores, participants win an award, which will be displayed on their PROFILE page. All participants win an award.

- Once participants have incorporated these new checklist actions into their lives, they can easily update their checklist. Every time they click SUBMIT, they will get a new thank you letter and new award.

## **7. SEE PARTICIPANT ACTIONS ON A GLOBAL MAP**

- Every time a participant wins an award, their calculated scores and actions will be added to the others in their zip code and mapped on a world map.
- Participants will be able to see scores and actions increase in real time, and which areas of the world have more actions than others.
- Participants will feel they are connected to the world with the efforts they have made. They will have the sense that collectively, our efforts add up to something meaningful and are not just a drop in the bucket.

## **8. VOLUNTEER**

- The core of the Earth Is My Home Initiative is to have personal conversations with friends, family, neighbors, and co-workers.
  - Share the checklist and talk to your friends, family, coworkers and neighbors. One-on-one connections work.
  - Interested participants can take our short online training to develop their own personal story/script to maximize their face-to-face conversations or to canvass their local neighborhoods to encourage others to join the movement. Highschool and college students, church groups, etc. can all be trained to participate.
    - Watch the xx-minute Earth is My Home training video
    - Find a canvassing buddy
    - Print out checklist flyers to bring with you as you canvass.
    - Download the turf distribution app and enter in the households where you made contact
    - Tell your story. Ask people what they are doing for the earth. Gush appreciation. Encourage people to: sign up, put the checklist on their fridge, and commit to doing one more thing to get started.
    - If no one is home, fold the flyer lengthwise and leave in the door.
    - Through the app, other canvassers will be able to see which houses/apartments have been reached already.
- Be an “*EnvironMentor*”: Spread the word about Earth is My Home, become an expert in one or more of the checklist sections and/or share how-to’s. Ideas:
  - Download the Earth is My Home presentation, and training video, modify the presentation to fit your experience, and offer to give the presentation to your workplace, schools, local government, and local organizations.
  - Offer to help a local organization recruit participants.
  - Create a video of your successful idea for posting on the website.
- Work on local campaigns at your workplace and in your community: Evidence-based ideas are provided for schools, workplaces, businesses,

municipal, and policy sectors, such as a tax on plastic bags, a ban on single use plastics, local building codes, designating conservation areas, city compost collection, default double sided printing, etc.

- Post on social media: Although the heart of this project is *personal conversations*, social media can be a useful supplement. Share the link to Earth Is My Home with everyone you know through Facebook, Twitter (X), Instagram, Tik Tok, schools, employer listings, neighborhood organizations, etc. Post your award or other information about the project.

### ECO-ACTIONS CHECKLIST “HOME” (Draft)

Thank you for writing thank you notes! Next step, complete the Eco-Action Checklist!

Many people care deeply about the Earth, but they might not be doing as much as they could because they're not sure which actions are the most important. They might feel overwhelmed or powerless, like their efforts won't make a difference. And they might not see others around them acting.

The Earth is My Home Initiative aims to help people take small meaningful actions that can lead to bigger ones. We do this by researching for you which actions are the most helpful, showing you that more and more people are doing these things, creating conversation starters, and giving you support and thanks for your efforts to help nature. Your actions matter! Let's get started!

#### Part 1

Instructions: Check the box that describes your agreement with each statement.	Strongly Disagree	Disagree	Agree	Strongly Agree
It is important to take action to care for nature every day.				
It matters to me that other people take action to care for nature.				
I talk to other people about things we can do to take to care for nature.				
I tell other people that I appreciate the actions they take to care for nature.				
It motivates me when I am appreciated for the actions I take to care of nature.				
My actions to care for nature are important and worthwhile.				
No action that cares for nature is ever wasted.				

## Part 2

### Instructions:

The checklist of Eco-Actions contains six sections. You can complete all of the sections now, or just a subset and come back and do the rest later. We suggest starting with only one or two sections.

Many of the actions on the checklist may be new to you. That's okay! We hope you will learn some helpful ideas along the way. Most people are not doing these actions now, but more and more people are doing them every day. You are part of an important social movement... even if only 10% of people start doing something new, it can quickly spread to become a popular habit. *Thank you for your important efforts to care for and heal the earth!*

Instructions:

1. For the actions that you do **most or all of the time**, check the square "I do this now"
2. If you don't do an action now, but would like to start, check the square "I plan to do this"
3. If you don't do an action now and are not planning to start, leave the squares blank.
4. To learn "how" and "why" for a checklist action, click on the little bee.
5. Make a plan with your friends and family for how to support each other in your new actions.
6. Spread the word! Share the Earth is My Home Initiative with at least 3 people! Thank you!

Once you click SUBMIT, you will be sent a personal thank you note and an Earth is My Home Award based on your checklist scores. Please be patient – a real person is writing your note. We will also send your "NEW ECO-ACTIONS LIST" based on your stars. Then, in a few weeks, we will send you another email to see how you are doing with the actions on your list. You will be able to share your experiences, complete the checklist again, and earn a new award. Thank you for participating.

*NOTE: hyperlinks are examples only. "Blurbs" are being written by the website writing team that will have a valid up-to-date information and a standardized writing style.*

### 1. Nature

<b>(1.1) I spend time in nature:</b>	<b>I do this now</b>	<b>I plan to do this</b>
I regularly visit local parks and natural areas in all seasons, and purchase passes that assist in park maintenance.		
I take walks, hikes or bike rides in nature.		
I stargaze.		
I go camping.		
I spend time watching nature such as birdwatching and botanizing.		

<b>(1.2) I take care of nature in yards and gardens that I manage:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
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I do not use <a href="#">pesticides</a> ( <a href="#">insecticides</a> , <a href="#">herbicides</a> , rodenticides, or fungicides) in my yard or home.		
I do not use <a href="#">synthetic fertilizers</a> in my yard.		
I have an organic vegetable and/or fruit garden.		
I improve the health of <a href="#">soil</a> .		
I incorporate <a href="#">cover crops</a> , <a href="#">compost</a> , and/or pollinator strips into my garden.		
I plant <a href="#">trees</a> and shrubs that are suited to my local eco-system in my yard and/or when there are community volunteer opportunities.		
My yard has native plants.		
I participate in <a href="#">No Mow May</a>		
I reduce mowing and mow my grass to greater than 3 inches.		
I add <a href="#">clover</a> to my lawn or converted my lawn to a <a href="#">pollinator lawn or garden</a> .		
I compost my leaves, mow my leaves into my lawn, and/or use leaves for mulch.		

<b>(1.3) I create habitats for animals, bats, bees, insects, and birds:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I create <a href="#">monarch waystations</a> in my yard, in containers, or in other places.		
I create pollinator gardens or large-scale pollinator plantings in my yard, in containers, or in other places (best practice from <a href="#">Homegrown National Park</a> : half your lawn).		
I <a href="#">create nesting habitats for native bees</a> in my yard, in containers, or in other places,		
I installed a pollinator habitat signs near plantings.		
I turn off the outside lights at night or use motion-detector lights.		
I provide <a href="#">habitat for bats</a> instead of spraying for mosquitos.		
I practice <a href="#">responsible bird feeding</a> , including proper feed, cleaning, and upkeep.		
I don't rake leaves in the fall and/or wait until mid-spring to clean up my garden to support wildlife.		
I keep my <a href="#">cats indoors</a> to limit their impacts on songbirds and other wildlife.		

Write in your ideas!

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## 2. Home Energy

<b>(2.1) I save energy with heating and cooling to reduce pollution:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>

I keep the heat low and stay warm inside by wearing long underwear, sweaters, and hats.		
I reduce my use of air conditioning and stay cool inside by wearing fewer clothes and <a href="#">closing the blinds</a> .		
I keep the heat low and stay warm inside by wearing long underwear, sweaters, and hats.		
I use an <a href="#">electric heat pump</a> for heating water.		
I lower the thermostat on my hot water heater to 120 degrees F or lower.		
I install high efficiency and Energy star models when heating and cooling units in my home need replacement.		
I installed an insulating blanket on my electric water heater [note: blankets are not safe for gas heaters].		

<b>(2.2) I <a href="#">save energy</a> in other ways:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I had a <a href="#">home energy assessment</a> .		
I use energy saving compact fluorescent light bulbs.		
I <a href="#">seal</a> windows, doors, and <a href="#">leaks</a> in my home.		
I installed insulation in my attic and home.		
I <a href="#">air dry my clothes</a> instead of using a dryer.		
I wash clothes in full loads with <a href="#">cold water</a> .		
I install high efficiency and Energy Star appliances including refrigerators and freezers when my older ones need replacement.		
I install triple-pane windows with low-emissivity coatings when my windows need replacement.		
I am aware of my local utility's rebates for energy efficient appliances.		
I use a mechanical or electric-powered mower instead of a gas-powered mower to mow my lawn.		
I minimize my use of power tools.		
I use electric, not gas, power tools.		
I rake leaves instead of using a leaf blower.		
I only use my dishwasher when it is <a href="#">completely full</a> .		
I double up on cooking (i.e. boil eggs with pasta) and fill the oven when I turn it on.		
I unplug appliances, computers, and TV's when not in use.		
I turn off the lights when no one is in a room (this is called the "halo effect").		
I limit my TV and other screen time.		

<b>(2.3) My home uses renewable energy (solar, wind, or geothermal):</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
The electricity for my home is powered by renewable energy.		

The water for my home is heated by renewable energy.		
The heat for my home is powered by renewable energy.		
The air conditioning for my home is powered by renewable energy.		
I am aware of <a href="#">Michigan Saves</a> to finance types of renewable energy at my home.		

Write in your ideas!

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### 3. Food

<b>(3.1) I eat a plant-rich diet</b>	<b>I do this sometimes.</b>	<b>I do this most or all of the time</b>	<b>I plan to do this.</b>
I eat fruits and vegetables.			
I eat legumes (beans, pulses, and lentils).			
I eat meatless and plant-based meals (with beans, nuts, tofu and other plant-based protein sources).			
I drink plant-based beverages.			
I eat plant-based snacks and desserts.			
I try new plant-based recipes.			
I talk with other people about eating plant-based foods.			
I know how to find plant-based foods where I shop.			
I share my journey, challenges, and successes of plant-based eating with friends or an online community.			

<b>(3.2) I eat sustainable and <a href="#">regenerative animal foods</a>:</b>	<b>I do this sometimes.</b>	<b>I do this most or all of the time</b>	<b>I plan to do this.</b>
I choose sustainable/regenerative options when I eat meat from ruminant animals (e.g. beef, lamb, bison, and mutton).			
I choose sustainable/regenerative options when I eat dairy foods.			
I choose sustainable/regenerative options when I eat other animal-based foods (e.g., pork chicken, or eggs).			
I choose seafood and fish labeled as <a href="#">“best choices”</a> by the Monterey Bay Aquarium Seafood Watch.			
I eat efficient animal proteins from lower on the food chain, like smaller fish or insects.			
I read labels and choose meat products raised with animal welfare standards (e.g., <a href="#">Certified Animal Welfare Approved</a> ).			

<b>(3.3) I support organic, local, fair trade, and alternative food networks:</b>	<b>I do this sometimes.</b>	<b>I do this most or all of the time</b>	<b>I plan to do this.</b>
I eat organic and regenerative foods, and foods with other evidence-based sustainability labels when available and affordable.			
I shop at local farmers markets, directly from farmers, community-supported agriculture, cooperative markets, and/or from locally-owned businesses.			
I read labels and purchase <a href="#">fair trade</a> foods, products from <a href="#">B corporations</a> , and from companies that support a <a href="#">living wage</a> .			
I harvest food from nature and responsibly hunt, fish, or forage following state and local guidelines.			
I <a href="#">avoid eating palm oil</a> , and choose bananas, avocados, coffee, chocolate, and other products with social or environmental certifications when possible to avoid secondary harm to people or the environment			

<b>(3.4) I appreciate the food I eat, and the people and animals that produce it:</b>	<b>I do this sometimes.</b>	<b>I do this most or all of the time</b>	<b>I plan to do this.</b>
I give thanks for my food.			
I share food and meals with other people in my community.			
I prepare meals for other people in my community.			
I spend time finding out where my food came from and who produced it.			
I engage in community by enjoying a meal with other people.			
I find joy in caring for plants and animals.			

<b>(3.5) I reduce food waste:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I <a href="#">reduce food waste</a> by meal planning, buying only what I need, preserving food, and/or eating <a href="#">leftovers</a> .		
I <a href="#">compost</a> kitchen scraps with a home <a href="#">compost</a> pile or worm bin, or a municipal compost system.		
I experiment with recipes that use parts of food usually thrown away.		
I am knowledgeable about proper food storage techniques, best-buy and sell-by dates.		
I practice food preservation methods such as canning, pickling, curing, dehydrating, freezing, etc.		

Write in your ideas!

#### 4. Plastic, Paper, Water, Waste, and Stuff

<b>(4.1) I use less plastic to reduce pollution in oceans and waterways (there are apps that can help):</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I use reusable/washable utensils, bottles, dishware, and containers instead of single-use disposable plastic for drinks and meals.		
I buy food that is packaged without plastic.		
I bring reusable/washable <a href="#">bags</a> when I shop.		
I prefer restaurants that participate in returnable container programs or bring my own reusable containers to restaurants for take-out and leftovers.		
I use compostable or biodegradable plastics when I must use plastic.		
I use plastic free and eco-friendly cleaning supplies like vinegar and baking soda.		
I use plastic free and eco-friendly hygiene and cosmetic products.		

<b>(4.2) I use less paper to save trees:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I use a <a href="#">bidet</a> instead of toilet paper.		
I use recycled toilet paper that is sustainably sourced or bamboo.		
I limit my use of disposable paper towels, tissues, and napkins.		
I use cloth towels instead of paper towels.		
I use cloth napkins instead of paper napkins.		
I use <a href="#">cloth handkerchiefs</a> instead of paper tissues.		
I use recycled paper towels.		
I use recycled paper napkins.		
I use recycled tissues.		
I use recycled office paper.		
I use scrap paper for printing/writing.		

<b>(4.3) I save water:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I use a <a href="#">low flow shower head</a> .		
I use a <a href="#">low flow toilet</a> .		
I reduce my time in the <a href="#">shower and bath</a> (less than 8 minutes per shower).		
I repair household <a href="#">water leaks</a> (shower, toilet, faucet, outdoor).		
I reduce or limit <a href="#">watering my lawn</a> .		
I turn off the water when it's not being used when doing dishes, brushing teeth, etc..		

<b>(4.4) I reduce waste:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>

I make sure the refrigerants in my old refrigerator are <a href="#">captured</a> before it is thrown out.		
I bring my old <a href="#">electronics</a> and appliances to recycling centers.		
I donate or repurpose clothes, shoes, furniture, and other things I no longer use or need, rather than throwing them out.		
I bring my own reusable containers to shop in bulk sections.		
I avoid supporting new building construction		
I refrain from littering and pick up trash when I see it.		

<b>(4.5) I reduce the environmental impacts from the stuff I buy:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I borrow items I need from friends/family/neighbors, the library, or lending libraries instead of buying new.		
I purchase clothes at secondhand stores.		
I purchase furniture and appliances at secondhand stores - for survey just furniture.		
I purchase <a href="#">fair trade</a> products, products from <a href="#">B corporations</a> , and from companies that support a <a href="#">living wage</a> .		
I keep computers and <a href="#">cell phones</a> as long as possible.		
If I must buy something new, I purchase more durable and sustainably manufactured items.		

Write in your ideas!

## 5. Transportation and Travel

<b>(5.1) To get to work or school, on most days:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I bike or walk.		
I take <a href="#">public transportation</a> .		
I <a href="#">carpool</a> .		
I drive an electric car.		
I work or go to school from home, or I don't commute to a job or school.		
I limit my driving by living close to work or school.		

<b>(5.2) For shopping and recreation, on most days:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I bike or walk.		
I take <a href="#">public transportation</a> .		
I <a href="#">carpool</a> .		
I drive an electric car.		
I play and shop close to home.		

<b>(5.3) I reduce my driving in other ways to reduce pollution:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>

I try to drive as little as possible and consider alternative means of transportation when possible.		
My children walk, bike, or take the bus to school.		
I turn off my car when standing still and limit my use of drive-throughs at restaurants and stores.		
I practice " <a href="#">trip chaining</a> " and minimizing driving for errands.		
I make gas mileage and reduction in pollution my most important priority when buying or renting new vehicles.		
I install high rolling resistance tires on my car when tires need replacement.		
I practice routine auto maintenance including regular oil, air filter, and oxygen sensor changes, and maintaining recommended tire pressure.		
I remove excess weight from my car when I am driving.		
I avoid sudden acceleration and stops.		
I maintain less than 65 mph speed when driving on the highway.		

<b>(5.4) I limit air and single-person car travel to reduce pollution:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
For work-related long-distance travel, I use <a href="#">video conferencing</a> instead.		
I carpool for long distance travel for work.		
I carpool for long distance travel for recreation.		
I take trains and/or buses instead of driving long distances for work.		
I take trains and/or buses instead of driving long distances for recreation,		
I take trains and/or buses instead of flying for work.		
I take trains and/or buses instead of flying for recreation.		
I limit my international travel for work.		
I limit my international travel for recreation.		

Write in your ideas!

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## 6. Learn, Connect, Advocate, and Volunteer

<b>(6.1) I learn for nature:</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I acknowledge the benefits of being in natural spaces for adults and children, like forest bathing and gardening.		
I actively work to create a culture of awareness and reciprocity with nature among my friends and family, and enjoy developing a seasonal awareness of ecological communities in my local area.		
I learn about how to protect wildlife, <a href="#">biodiversity</a> , including plants, pollinators, and greenspaces (Ideas! <a href="#">Pollinator Champions Online Course</a> , <a href="#">Pollinator Education Resources from Xerces Society</a> , <a href="#">Pollinator Partnership</a> , <a href="#">Audubon</a> , <a href="#">Xerces Society</a> or <a href="#">National Wildlife Federation's Education Resources</a> ).		

I learn about <a href="#">indigenous knowledge</a> including historical and contemporary relationships with land and nature in the area where I live		
I learn about energy conservation, phasing out coal and gas-powered energy, and expanding renewable energy.		
I learn about minimizing waste of all kinds, maximizing recycling and circular systems, and supporting municipal composting and closed loop manufacturing whenever possible (where companies take the waste back).		
I learn about which trees and other landscape plants are from my local ecosystem, and avoid species that are known to be invasive		
I attend local nature and agriculture education events, fairs, and festivals such as naturalist walks or biodiversity surveys.		
<b>6.2 I volunteer for nature</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I joined an organization that encourages me to create or conserve habitat for biodiversity on land that I help manage such as. <a href="#">Homegrown National Park</a> .		
I volunteer or provide nature-based outreach or education to my community (school, library, nursing home, community center, etc) (Ideas: Become a <a href="#">Certified Pollinator Champion</a> to receive a presentation to give to others about the importance of pollinators; teach the <a href="#">World Wildlife Funds Educational Resources</a> ).		
I volunteer at a local park or nature center.		
I am a <a href="#">Master Gardener</a> .		
I volunteer for local farms and community gardens.		
I participate in nature-related citizen science projects. (Ideas: <a href="#">National Geographic</a> , <a href="#">Open Scientist</a> , BioBlitz events, <a href="#">Michigan Pollinator Initiative</a> , or <a href="#">SciStarter</a> ).		
I educate others about which trees and other plants are suitable for my local ecosystem.		

<b>6.3 I advocate for nature</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I encourage my city to create an urban forestry or Tree Advocate position.		
I encourage my city to become a certified <a href="#">Bee City USA by Xerces Society</a> .		
I took the Michigan <a href="#">Pledge to Help Pollinators</a> .		
I am aware of Michigan Interfaith Power and Light, which supports places of worship in sustainability and energy efficiency.		
I advocate for food sovereignty and food justice within my community.		
To support 1) limiting building on natural areas to preserve wildlife, biodiversity, pollinators, and greenspace, and 2) planting vegetable and fruit gardens, trees and pollinator gardens: <ul style="list-style-type: none"> <li>o I talk with my elected and non-elected local government officials</li> <li>o I talk with businesses</li> <li>o I talk with organizations</li> <li>o I talk with places of worship</li> <li>o I talk with schools</li> <li>o I write articles for media</li> </ul>		

<p>To support energy conservation, phasing out coal and gas-powered energy, and expanding renewable energy:</p> <ul style="list-style-type: none"> <li>o I talk with my elected and non-elected local government officials</li> <li>o I talk with businesses</li> <li>o I talk with organizations</li> <li>o I talk with places of worship</li> <li>o I talk with schools</li> <li>o I write articles for media</li> </ul>		
<p>To support maximizing recycling, minimizing waste of all kinds, and supporting municipal composting and closed loop manufacturing (where companies take the waste back):</p> <ul style="list-style-type: none"> <li>o I talk with my elected and non-elected local government officials</li> <li>o I talk with businesses</li> <li>o I talk with organizations</li> <li>o I talk with places of worship</li> <li>o I talk with schools</li> <li>o I write articles for media</li> </ul>		

<b>6.4 I talk with my family, friends, neighbors and co-workers about helping nature</b>	<b>I do this now.</b>	<b>I plan to do this.</b>
I shared Earth is My Home with other people.		
<p>My family/household talks about how we can work together on (circle those that apply):</p> <ul style="list-style-type: none"> <li>o Home Energy, Food, Plastic, Paper, Water, Waste, Stuff, Transportation, Travel, Nature, Learn, Advocate, and Volunteer</li> </ul>		
<p>I talk with my friends and neighbors about how we can work together on (circle those that apply):</p> <ul style="list-style-type: none"> <li>o Home Energy, Food, Plastic, Paper, Water, Waste, Stuff, Transportation, Travel, Nature, Learn, Advocate, and Volunteer</li> </ul>		
<p>I talk with my employer and co-workers about how we can work together on (circle those that apply):</p> <ul style="list-style-type: none"> <li>o Home Energy, Food, Plastic, Paper, Water, Waste, Stuff, Transportation, Travel, Nature, Learn, Advocate, and Volunteer</li> </ul>		

Write in your ideas!