

BATTLING CLIMATE FATIGUE

Cultivating Hope and Mental Wellbeing,
Overcoming the Doom + Gloom of it All

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Diana Rhoten

Diana is a design and innovation strategist who specializes in human-centered, systems-level change. She has 20 years of experience leading for-profit and non-profit organizations through large-scale transitions and whole-scale transformations. Today, Diana is the Managing Director of the Purpose Venture Group, which is the only full-service strategy consulting firm that exclusively advises ventures advancing the health of our climate and our social compact. Before joining PVG, Diana was Associate Partner and Managing Director at IDEO, where she created the firm's Purposeful Brands portfolio and led its New York studio.



Ankita Ajith

Ankita is a sustainability and climate professional with experience in finance, government, and policy. Before joining PVG, Ankita worked for J.P. Morgan Chase in its firm-wide sustainability group, where she helped design the reporting framework for JPM's inaugural \$1B green bond and supported the bank's corporate sustainability and impact investing strategy. Prior to J.P. Morgan, Ankita worked for Chicago's Deputy Mayor for Economic and Neighborhood Development as a policy analyst. Ankita graduated from Northwestern University with a BS in Social Policy.

LET'S GET SOME PERSPECTIVE

What we've accomplished in recent years seemed virtually impossible a decade ago (e.g., world leaders agreeing to a 1.5°C climate goal, the U.S. enacting the IRA).

The move towards a cleaner grid and a greener world is already happening; by next year, renewables will supply a quarter of U.S. electricity, and by 2030, it's projected to supply 80-90%.

Climate-focused investments are at an all-time high; since the IRA passed 8 months ago, the U.S. has seen \$150B in private investments for utility-scale clean power—more than in the last 5 years combined.

IT'S NOT YOU, IT'S EXXON

Letting go of guilt

WE AREN'T
RESPONSIBLE FOR
THE SITUATION.

WE ARE RESPONSIBLE
FOR HELPING TO
BUILD A BETTER
WORLD FOR
OURSELVES, OUR
NEIGHBORS, AND THE
NEXT GENERATION.

Corporations have spent decades and billions convincing the public that the climate crisis is a result of individual people's actions. News flash! Your iced latte's plastic straws are not the reason we're in this mess.

Big oil and a divided government count on us to be distracted as we point fingers at each other.

That being said, our personal actions can affect systemic and structural change.

SO, GUILT IS OUT, BUT HOPE IS IN

Hope is good
for your health

It helps you live longer, think more clearly, and improve how you manage stress, while hopelessness can wreak havoc on your body, mind, and spirit.

Hope is justified

Climate tech is getting better every day, federal funding for innovation and climate justice is more plentiful than ever, and renewable energy has firmly entered the zeitgeist.

HOPE INSPIRES ACTION

IF OPTIMISM DOESN'T RESONATE WITH YOU, TRY HOPE

“Hope is a verb with its sleeves rolled up. Optimism leans back, puts its feet up, and wears a confident look.”

-David Orr, Environmentalist

SHIFT YOUR PERSPECTIVE

← How much the world can be shaped

Action

Inaction

↑
Level of hope

Hope

“The future can be better if we work hard to change it.”

“The future will be better; it’ll all work out fine.”

Despair

“We’re doomed and need to take extreme action to protect ourselves.”

“We’re doomed and there’s nothing we can do about it.”

REFRAME WHAT PERSONAL ACTIONS MEAN



Electrify your household

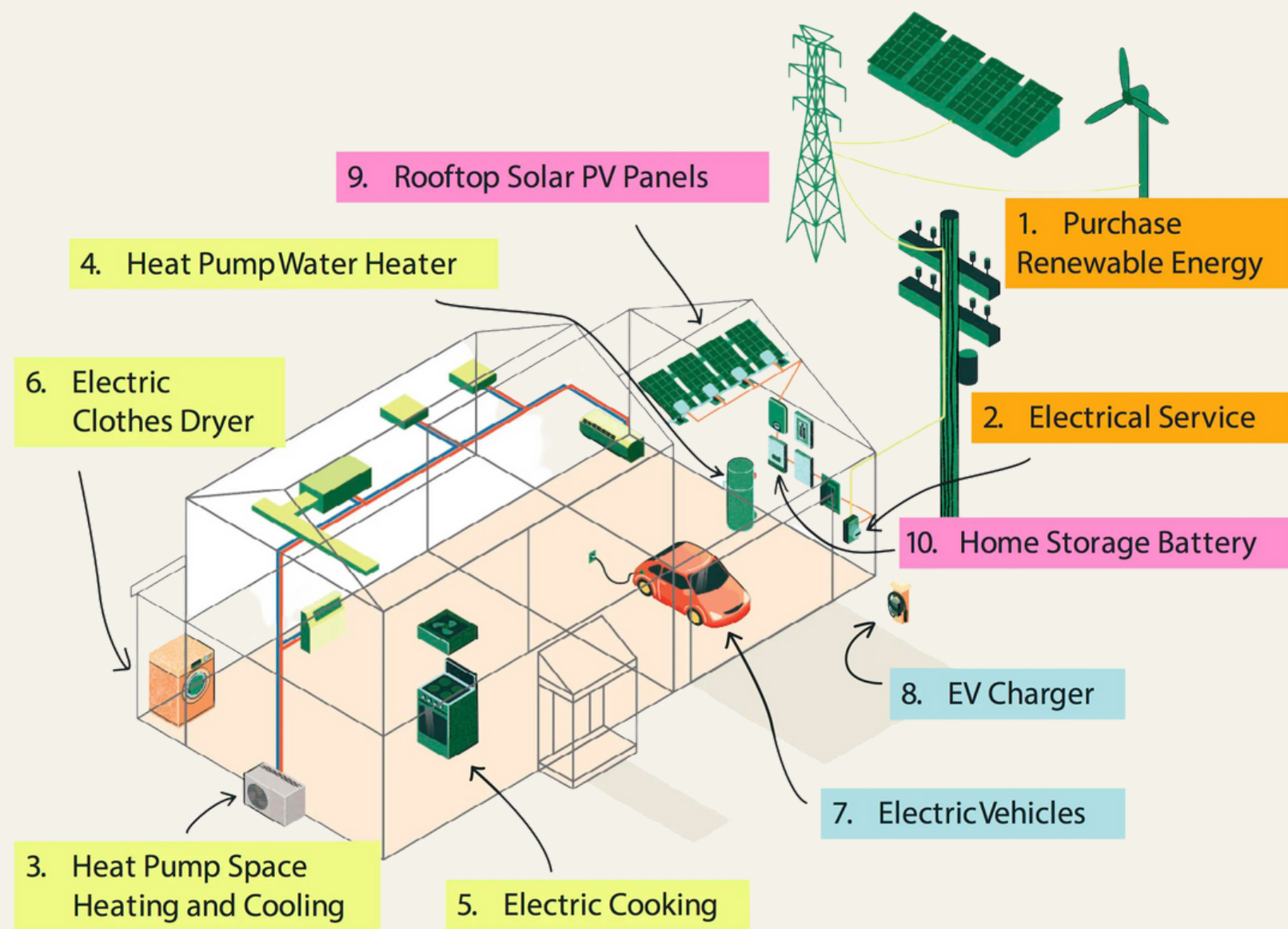


Reduce car-related emissions



Adopt a plant-based diet

ELECTRIFICATION



42 percent of U.S. energy-related emissions come from our homes and the machines we use every day: *the cars we drive, how we heat and cool our homes, how we heat our water, dry our clothes, and cook our meals.* We stand no chance of staying inside of 1.5°C warming unless we electrify our lives.



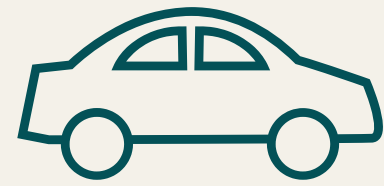
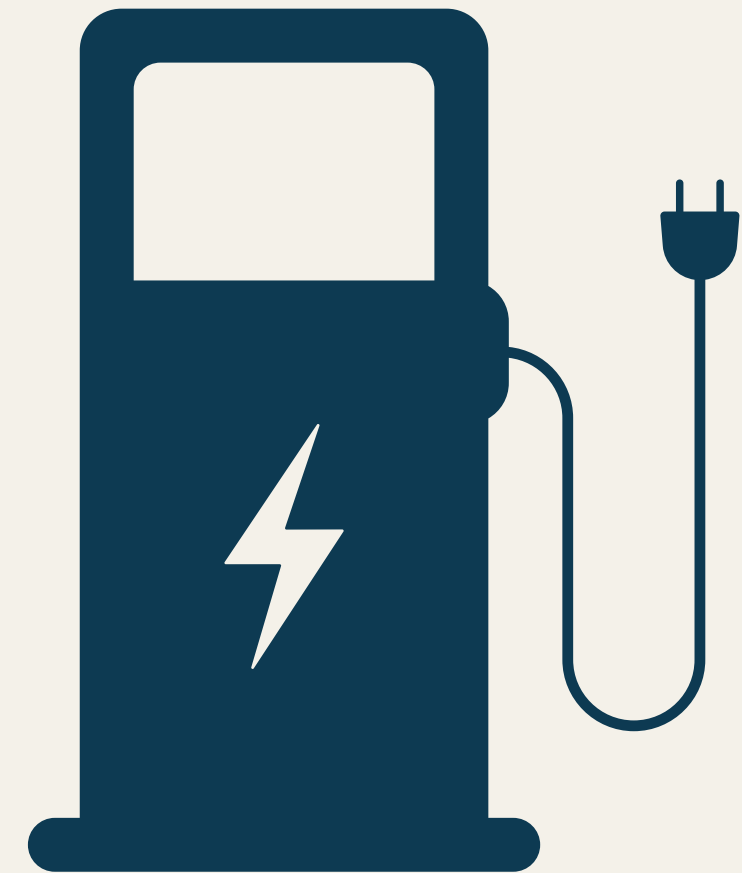
Thanks to the IRA, there are thousands in available rebates for homeowners installing heat pumps, electric stoves and other upgrades.



On average, the three biggest contributors to your emissions are your car (50%), home heating (25%), and water heating (10%). If you electrify those three, you'll make a big impact on your personal "carbon footprint."

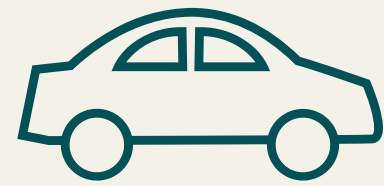
Visit [RewiringAmerica.org](https://www.rewiringamerica.org) for more information on how to electrify your home

ELECTRIC VEHICLES



A typical passenger vehicle emits about 4.6 metric tons of CO2 per year.

If your household has 2 cars, the CO2 emissions from your cars = the CO2 emissions of 1 household's annual energy use.



You can save up to \$7,500 in tax credits for new EVs with max cost of \$80,000; in 2024, these tax credits will essentially convert into point-of-sale rebates.



A few decades ago, EVs were kind of hard for most people to fathom and now they're all over our roads and displaced roughly 1.5 million barrels of oil every day in 2022.

PLANT-BASED EATING



The heavy impact of meat production and dairy farming on the planet is well-documented. People who follow a plant-based diet account for 75% less in greenhouse gas emissions than those who eat more than 3.5 ounces of meat a day.

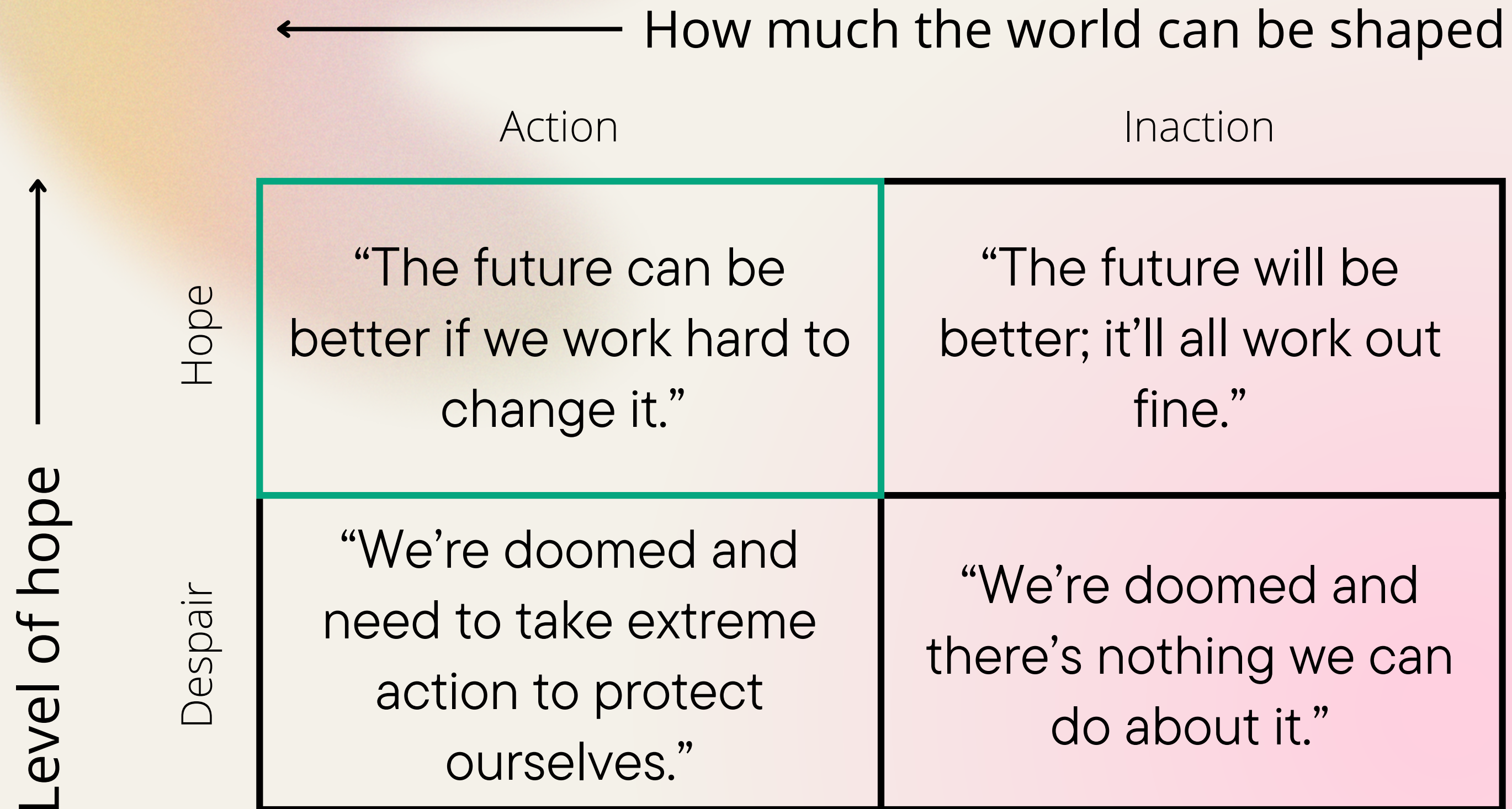


Switching to a plant-based diet can be daunting, but you can start with small changes. Here are resources to help you get started.



Baby steps matter; a UK-based study found that if meat eaters who consumed more than 3.5 ounces of meat a day (< the size of a quarter-pound burger) cut their intake to less than 1.7 ounces a day (= to a single McDonald's meat patty) it would be the equivalent of taking *8 million cars* off the road.

WHAT DOES HOPE INSPIRE IN YOU?



TOGETHER, WE CAN GET TO
WORK ON THE FUTURE WE WANT

“The thing about climate is that you can either be overwhelmed by the complexity of the problem or fall in love with the creativity of the solutions.”

-Mary Annaïse Heglar



BOTTOM LINE, THE
WORK YOU'RE DOING
IS CHANGING LIVES.

The lives of your family members, friends, neighbors, your kids, and their
kids, and people you'll never meet.

IDEAS FROM OUR COMMUNITY

- Shop at local farmers markets or consider signing up for a Community-supported Agriculture (CSA) membership. CSAs involve customers purchasing a “share” or a season’s worth of food from a local farm that is dispensed weekly. This can oftentimes be cheaper than purchasing produce at your local grocery store and less carbon-intensive as the supply chain is significantly shorter. Is a CSA right for you?
- Exchange plant-based recipes with friends and family and host gatherings where everyone shares a new recipe. One of the hardest parts about switching to a plant-based diet can be not knowing what to make or where to start!
- Take advantage of your utility company’s energy-efficiency programs; many utilities have programs that cover a large percentage or all of the costs of assessing and weatherizing your home, discounts on EV chargers, and rebates for appliances like fridges and washers and dryers.
- Organize a group in your community to speak at city council or town council meetings to push for more funding for climate initiatives—and run for local and state office!