

A TALE OF TWO E'S: ENVIRONMENT VS. ECONOMY

This Earth Month, let's rethink the idea
that we have to choose.



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THE FALSE CHOICE

Too often, we're told we must choose:

- Growth or sustainability.
- Jobs or clean air.
- Profit or planet.

But that's a false choice.



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THE REAL COST

The **assumption**?

That sustainability slows progress or **costs** too much.

Truth:

Damaging the environment **harms** the very **systems** that support economic health.



Clean water.



Stable climates.



Thriving communities.



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REFRAMING THE QUESTION

Most leaders aren't against sustainability.

They're navigating growth, risk, and uncertainty.


So let's stop asking "either-or"
And start asking "how."



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REAL WINS, REAL IMPACT

Sustainability is measurable and scalable:

 Significant % emissions cut + \$M saved.

 Urban cooling + higher property value.

 Resilience + new jobs.

This is strategy, not sacrifice.



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THE INVITATION

This Earth Month,
let's reject the myth
that the economy
and environment are
enemies.

They thrive or fail
together.

Let's choose
solutions that
sustain all of us.



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