

Sustainable You



It takes 10% of the effort to

reduce 90% of your emissions...



I have found through my own journey that living more intentionally to sustain the natural world around me has resulted in a more fulfilling life experience.

As part of this journey, I've started this eco-booklet to help jump start some ideas to implement now or in the future, to live a life that leaves us, our communities, and the Earth a little better off.

I hope that this booklet can serve as a resource for you. It has certainly helped me to take further actions in my own life and realize just how fun, rewarding and easy it can be to choose the sustainable option. I thank those who have already provided feedback and I invite all readers to share their input as well. This is just the start of this eco-booklet and my intention is that it will be improved continually with the guidance of each reader that shares their unique perspective and actions.

Marcus Hoy
CEO & Founder



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Don't let perfection be the enemy to you living a more sustainable lifestyle.

Don't let perfection be the enemy to you living a more sustainable lifestyle. For the zero waste, vegan, bike riding, negative emission, eco-warriors among us, we salute you and we need you. However, for most of us, trying to be the perfect environmentalist while living a fun and rewarding lifestyle can seem daunting and even unachievable.

This book is dedicated to the conscious, busy, realists among us that want to know the best tips towards leading a life that leaves Mother Earth better than we found her, while empowering ourselves, our loved ones and our community towards a more fulfilling, enjoyable life, every day!

Mathematically, our individual impact may be a drop in the bucket however, it is also our greatest tool in amplifying our impact. A better analogy involves building a bridge out of toothpicks. Each of our actions represent an individual toothpick. Innovations and sustainable goods and services represent the glue.

Without any toothpicks, we have nothing to build with. With 8 billion toothpicks, we can build a bridge of unfathomable strength.

Choosing to "be a toothpick" serves two important roles. It provides the raw material from which to build this bridge and most importantly it is the single most effective way to recruit others to the cause.

The real goal of this booklet is to help you identify and implement lifestyle habits that will not only lower your "carbon emissions" by 50-90% but do so in a way that invigorates how you LIVE.

An angry, irritable, depressed, Eco Czar will actually have a negative environmental impact by influencing others to associate sustainable living with “not really living at all”. An invigorated, passionate, and purposeful, “Sustainable You” will naturally attract others to the cause and amplify their own impact exponentially by being the living hope for a thriving abundant future. Bringing this energy into our consciousness and how we live now, as well as sharing it with those around us seems to be the most effective pathway towards a future we can all be proud of. This will be a community to heal our relationship with nature, one another and manifest this thriving future before we let it slip from our grasp.

For most things, it takes 10% of the effort to reduce 90% of your emissions. Small, intentional efforts make big shifts. Don't let the fear of failure, or pursuit of perfection, take away from your power to be part of the change.


We invite you to explore the small shifts within yourself using the following framework and be open to a new “Sustainable You”.



Organize and simplify your life 1

Ask yourself, "What are my biggest priorities right now?" 2

Let your sustainable passions find you 3

A hand holding a pen with a drop of ink falling onto a small green seedling growing from soil. The background is a teal gradient.

We encourage you to create the future you envision by starting a google doc or using pen and paper to apply these three steps with each of the paradigms on the following pages.

Energy in your home



What energy sources power your home and how much do you need?

Owner

There are now multiple ways to power your life with clean energy. With federal and local incentives¹, owning solar is generally the best way to lower your footprint significantly while also saving or even making you money². For most homes across the United States, clean energy is cheaper energy.

Renter

Some homes can't qualify for solar, and many people do rent! Even so, there are still beneficial options that can make an impact. Community solar³ and wind renewable energy certificates⁴ (RECs) are available for anyone that pays an electricity bill.

Efficiency

Determining the lowest hanging fruit for improving efficiency and comfort is simpler than you might think! Strong incentives exist for improvements like switching from oil or gas heating to electric, adding insulation⁵, more efficient windows or appliances, and innovative solutions such as geothermal or smart thermostats. Begin with a simple energy audit⁶!

Transportation

moving through your world



Do you really need a car?

It's perfectly okay to need a car! If you do, consider looking into electric options⁷. Every major car company is electrifying its fleets and incentives, gas-savings, and minimal maintenance make the overall cost of ownership lower than a similar quality, gas-powered vehicle.

Of course, there's nothing more sustainable (and healthy!) than walking, but sometimes we need a happy medium, and that's where conventional bikes and electric bikes⁸ can help us out. Combining bikes, public transport and the occasional car rental for trips, can actually fulfill most peoples' needs⁹, especially if you live in a city.

Minimizing your flights can have a significant impact. When you do need to fly, there are ways to lower your negative impact through carbon offsetting¹⁰!

Whatever your life demands, there's a way to optimize your travel and increase your sustainable contributions in a fun and rewarding way. How would it feel to never have to stop or pay for gas again or not having to find parking because you just have a bike? We've found that people actually save more money and time when they become conscious of their travel needs and how to best fulfill them!

medicine for people & planet



What dietary choices truly nourish you and your community the most?

Lean towards a whole-food, locally sourced, plant-based diet. Minimizing meat consumption greatly lowers your carbon footprint and water consumption, while being healthier for you.

Check out your local farmers markets! Learn about locally produced food, seasonal produce and more sustainable meats and dairy¹¹ that are fresher, taste better, and help support local businesses.

Join a CSA (Community Supported Agriculture)! This can typically be cheaper than conventional or high-end grocery stores and directly supports a more sustainable agricultural system¹².

The most cost effective, sustainable and rewarding option is to grow your own veggies and more at home¹³!

Consider working with health professionals and coaches to support you in building towards a flexitarian or fully plant-based diet. Your health is your wealth. Do what works best and feels best for YOU.



Investments

money for good



What is your bank doing with your money?

- Banks earn money through lending out 10x the value of their combined cash in checking and savings accounts. Many do so irresponsibly when they do not consider our environment or the future with these loans. Simply put, many of them are funding and profiting from an unsustainable system. The good news is, we all have the option to not choose these banks because there are now alternatives¹⁴!
- Have you checked your investments like your 401k to see if you're invested in companies that reflect your values? The best part is many green companies are currently the best performing¹⁵ on the market! As more and more people start to align their investments with their values, these companies will continue to do better and better and so will those who are invested with them.
- Consider donating to an environmental organization whose cause impassions you. By helping progress a meaningful purpose, you can find genuine fulfillment and genuine financial benefit (like with tax deductions) by sharing abundance with others¹⁶.

Consumer Brands

common reward



What world are you building with your wallet?

Greenwashing is real – many brands mislead their consumers with sustainability claims, but there are also hundreds of brands¹⁷ making a genuine effort to offer sustainable products¹⁸ and services to advance an authentic green economy¹⁹!

Many conventional brands and products may seem cheaper, but they typically don't serve the future²⁰. They are more likely to need replacing sooner, and not as likely to support our society or planet's well-being for the long-term. Many companies look for short-term profit, just like many people look for immediate gratification.

Corporations are simply a collective of people working to maximize profit by offering products and services to satisfy the desires of other people. If we shift our inclinations away from immediate gratification – we can slowly but surely shift the corporations in which we work and the corporations that are trying to satisfy our desires. We may not have the power to change them right away, but we do have the power to change ourselves right now.

Try focusing on your daily habits and regular routines: your toothpaste²¹ and coffee in the morning²², your lunch²³ and laundry in the afternoon, your athletic clothing²⁴ and your bed²⁵ in the evening.

Also, choosing to buy or donate reusable and repurposed goods, or even making things for yourself, your neighbors and your friends, is taking one step further into a more circular economy²⁶, where waste is reduced, or even reimaged into better things!

A simple way to guide your choices is to think about what's actually the best for you, your greater community, and your planet as a whole. Focus on supporting the common reward and you'll make the right decisions!

Behavior

intentional actions

Have you truly considered why we consume?

Many of us get more stuff, spend more money, and add more stress. In the end, we are all just looking to live an enjoyable life – one of fulfillment. Misused technology, overstressed productivity, misguided profits, and unrelenting distraction have spread disconnection into our world. Reconnecting with Earth, through intentional living, can sustain fulfillment with a positive feedback loop. Get outside, reconnect with nature and you will disconnect from consumerism!



Let's start simple

- Try out free eco-tourism options like going on a native plant walk tour or cleaning up your local river with friends²⁷
- Nature has a habit of taking care of things that go to waste to create anew – you can help her out by composting: start your own, find a free local drop off, or hire a pickup service²⁸
- See what's going on in your neighborhood and support regular gatherings to share resources with each other – start a regular clothing, tool, or seed swap
- Connect with your community²⁹ to elect representatives that prioritize our environment and help them implement a "Sustainable Plan"³⁰
- Have the people you spend the most time with keep you accountable, and vice versa, or work with a coach³¹

Remember the basics

- Turn things off, don't be wasteful
- Reduce, Reuse, Recycle³²
- Find enjoyment in your efforts and progress



Evolving Journey

so what's next?

what's next?



We hope this booklet has helped you to organize and simplify your sustainable journey thus far!

What aspects will you prioritize now? Are there new passions you are excited to explore?

This journey of leading a sustainable life and contributing towards an abundant world for future generations is an ever-evolving process.

Innovative people and businesses are continually making progress by developing solutions and evolving paradigms. We can shift the fear and overwhelming feelings that often surround the climate conversation, into deep inspiration, by being grateful for the efforts of these community leaders³³.

In the end, the only thing we can control is the lives that we lead. Find enjoyment in being a part of the solution and have confidence that others are out there doing the same. We are all interconnected in our efforts, and in this we can empower one another. Good examples are contagious!³⁴

By embracing each of our unique lives, and the unique choices only we can make, we can shape our future and change the conversation from surviving to thriving.

If you or someone you know would like more guidance with your evolving journey³⁵, we'd love to be a helping hand³⁶.

[SCHEDULE A FREE 15-MIN EXPLORATORY CALL](#)

Community

evolving leaders

Linked Resources

- 1 – **Local Incentives in Washington DC** - strongest in the nation
- 2 – **Solar Customer's Podcast Clip** - learn why people go solar
- 3 – **Neighborhood Sun** - guaranteed savings for renters
- 4 – **Arcadia** - start or supplement your clean energy use for free
- 5 – **Hempulation** - ask us about the launch and getting some
- 6 – **Energy Efficiency Experts** - reach out about scheduling an audit
- 7 – **Book EV & Charging Solution Exploratory Call** - complimentary
- 8 – **Onyx Motorbikes** - ride into the future
- 9 – **Book E-Bike & More Exploratory Call** - complimentary
- 10 – **Stand for Trees** - plant trees, offset carbon
- 11 – **Kiss The Ground** - documentary premiere discussion
- 12 – **Breaking Boundaries Film Discussion at Urban Farm**
- 13 – **Book Regenerative Agriculture & Permaculture Exploratory Call**
- 14 – **Aspiration Bank** - do well, do good
- 15 – **Iconoclast Sustainable Fund** - shift your money, shift the world
- 16 – **Good Neighbors Group** - local community-focused nonprofit
- 17 – **UCapture** - free and rewarding browser extension
- 18 – **Pela Compostable Phone Cases & More** - ask us about ours
- 19 – **Community Round Table & Panel** - Earth Day 2021 Event Video
- 20 – **The Story of Plastic** - what story are we writing?
- 21 – **Bite Toothpaste** - try a sample on us and smile
- 22 – **The Rounds** - use code SUSTAINABLEYOU for bonuses
- 23 – **Purple Carrot** - message us for a free box
- 24 – **Wolven** - find your new favorite outfit and tell us about it
- 25 – **Avocado** - ask us how we sleep on these beds
- 26 – **Paradigm To Go** - we love these reusable take-out containers
- 27 – **Birthday River Clean-Up for Charity: Water** - dive into the story
- 28 – Discover the **best composting options for you** - complimentary
- 29 – Being a Better Neighbor - **Customer turned Solar Consultant!**
- 30 – **Sustainable DC Plan** - see what you can support or act on
- 31 – Learn about our **coaching methodology**
- 32 – **Freecycle & Terracycle** - find something new to recycle
- 33 – **Aligning Sustainability and Profitability** - DC SBDC
- 34 – **Group Eco-Evaluation Presentation** - Sol Systems
- 35 – **Start your journey** - learn about the start of ecoSystem
- 36 – **The Sustainable You App** for **Android** and **Apple**

Why is the world the way it is?

afterword



Kay Hoang

Senior Consultant & Executive Coach

Perhaps it is because of the intention, or lack of, of our behavior, of how we show up – the consciousness – that we collectively hold.

As we change the behavior of one person, the collective behavior changes. Our journey at Sustainable You has come to this purpose:

We awaken people to their power of evolving a sustainable consciousness.

To meet this aspiration, we engage ignorance, by educating; fear, by encouraging; unwillingness, by inspiring; and busyness by making it easy.

Our collective awakening begins with remembering that we are the ones that hold our hope. May we remember that we need not hold a fist – that it is an open hand, open to holding the hand of another, that will deliver us to a more beautiful world.

We look forward to learning from you, and supporting your authentic power to be the change.

Thank you for being part of our journey on this planet.