

Spring Of Sustainability

Simran Sethi

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Logan: Hello and welcome to the Spring of Sustainability. This is Logan with the Shift Network, and I'm here today with Betsy Rosenberg, an award-winning national broadcast journalist and green media trailblazer.

I'll hand over to you, Betsy.

Betsy: It's another green media trailblazer, so this is very fitting that for my first interview on this wonderful Spring of Sustainability series, I get to speak with my green buddy, Simran Sethi, from Kansas, and we have had some conversations when we bumped into each other green conferences over the years and a little bit online and on the phone. But this is the first time I've officially been interviewing her. Simran used to have a newscast on my show, EcoTalk on Air America, so we both go way back.

I started covering the environmental beat last century, that long ago, 15 years ago doing green minutes on KCBS Radio in San Francisco; then had a weekly then daily show on the ill-fated Air America. That was a bumpy ride. That's when Simran and I got to work together for a while. And then I've been doing the internet radio since then, again covering the green beat currently on the progressiveradionetwork.com. The name of my show is "The Green Front" and love interviewing green leaders.

That's what inspires me, gets me going. And Simran Sethi is one of my heroes. And Simran, if you don't know, has been at this a long time as well. She has been all over media. She was in Vanity Fair as a communicator and also has been on Oprah and NBC TV over the years, lots of great places to get greeny on mainstream media. She's been successful with that where some of us are still struggling to do that.

She's also the founding host and writer of the Sundance Channel's environmental programming block "The Green"

and the creator of the Sundance online series "The Good Fight," highlighting global environmental justice efforts and grassroots activism. Of course, she is also an award-winning journalist, an associate professor at the University of Kansas School of Journalism and Mass Communications where she teaches courses on diversity, sustainability and the environment.

So I'm thrilled to welcome to the program or the webinar. This is the first time, I must say, I've done traditional broadcast radio. I've done internet radio but first time I've done a webinar. It's nice to be joining the 21st century and welcoming Simran Sethi.

Hi there.

Simran: Thank you, Betsy. Hi.

Betsy: It's so exciting to have you on this series. And if you've taken a look at the speakers, again I'm sure there are people that you know personally. There's quite a few I've not yet had the pleasure of interviewing. I'm looking forward to them. It's a great lineup. If anyone is just joining us, check out the program. It's really a who's who in the environmental movement.

So let's talk about environmental communication, our favorite subject. What is working? What is not working? How far have we come, Simran, and how far do we still need to go in terms of communicating the urgency of our ecological situation?

Simran: Well, I have been thinking a lot about this deeply for a long time because as you mentioned I've had the opportunity to be on some of the biggest media platforms out there, the environmental correspondent for NBC news. I did all the sustainable business corresponding for CNBC. I've had the opportunity to be seen on all the shows that you mentioned before, and it's been an incredible gift and a wonderful experience.

But I had an epiphany on the Earth Day episode of the Oprah Winfrey Show, the third time I was on, realizing I was repeating the same information I had shared the first time

I've been on a few years prior. And I just thought to myself -- well, first of all, I'm one of many, many people who are doing this and far more important luminaries in the world have shared the exact same information I'm sharing. Why haven't they been heard?

So I've spent a lot of time in the last couple of years really trying to understand framing. My understanding of it has radically shifted since I moved from New York City to Lawrence, Kansas where I reside today. I mean it's helped me I think to better understand the consumer mindset -- consumer is such a strange word -- people helped me better understand people and understand motivations in ways that I simply couldn't do when I was on what I call "the edges." Now, I'm in the middle.

But when I was living in New York, doing a lot of work in San Francisco, having a very strong understanding, I thought of what environmental messages were important, how we could convey sustainability through a broader community and larger world. I thought I had it all figured out. It was incredibly humbling to move here. I've realized I had so much to learn.

Betsy: So what has surprised you about living in Kansas?

Simran: One of the biggest things that surprised me is what messages resonate and which ones fall flat. So I would start by saying when I moved here I was in this unique position of getting a lot of attention. We were, you and I, and all the other folks involved in sustainability and environmental communications were in that sweet moment where everybody wanted to go green, and everything was turning green. We had the pulpit which we had the mike in our hands. We were ready to go.

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And I have seen that everyone would embrace sustainability as a trend or environmentalism as a trend. They would want to drive a hybrid car because they've just seen Cameron Diaz driving to the Grammys or the Oscars in a hybrid vehicle and thought people would want to do this because it was cool. I

thought people would want to do this because it was different, because green design was something new and beautiful. We were seeing all these fancy gadgets. I mean I personally was getting very excited about them.

So to move here and understand that people are motivated by completely different things, A and B, that this larger umbrella -- when I worked for Robert Redford, he would say, "Climate change is the umbrella under which all are environmental and sustainability issues fall." To me, that was like, "Yes, of course, absolutely." And then I found myself in an environment where really smart, thoughtful, generous, good people were questioning the science of climate change.

So I've had to really step back and ask myself, what messages are important? How do I communicate them? And how do I treat the audiences or the people who are concerned about these issues in a way that's respectful and enable them to express their concerns without feeling alienated or dismissed?

Betsy: Yes, climate change, the great exacerbator. In the last few years, look what we've seen in terms of extreme weather events around the country, around the world -- devastating, destructive, deadly. And you would think with all the scientific news that is I'm sure in your inbox every morning as it is mine which makes me just still kind of catch my breath, you'd think we would have a country, since we are the largest contributors to CO₂ per capita, would be alarmed. We'd have a sense of urgency. You'd think the media would finally be getting that this is the big story that we're not covering, but here it is 2012. Again, we've been at this awhile. You said there was that golden green moment when Vanity Fair was featuring the Eco Heroes and Oprah Winfrey had you won. What happened?

Simran: Well, I would say, things got really deeply politicized and convoluted, and I also think that responsibility for conveying this and capitalizing on kind of that moment really belong to us, not to our audience. So for starters, it is a trend that's going to go away, right? So there's that one overarching question like, well, the trendiness is something implied, but it's not going to last forever.

So I'd rather think about what didn't I do or what could I have done that would have made this conversation a bit more enduring for people? And I just say nothing that we've done has been effective or that there aren't ways that we haven't succeeded in captivating people and then getting people on board. I think that the missed opportunity was really, for a lot of people, feeling, particularly around climate change, that the messenger will suspect and that the icons around the movement were too far away.

So Al Gore was the primary messenger for a lot of people and moving to a highly conservative place. I recognize now why there was some skepticism around that. The language of science is one of imprecision. The language of journalism is one that demands specific answers. We know the whole debacle of trying to give people time to climb at scientists and climb at skeptics and how that has also contributed to a lot of confusion in the public domain.

So there are number of reasons I think that we didn't gain traction, but I would say overall the biggest reason was we didn't capture the imagination, and we didn't frame conversations in ways that are enduring for people. And lastly, I would say then we kind of blame the victims, a sense of like, okay, someone who doesn't believe in climate change is clearly an idiot.

Well, that's one way to do it. I immigrated here because of NIH, like I definitely have a strong affiliation and love and respect for science that I finally was able to untangle here reasons that were a lot more complex than what I thought. And I had thought that if I just give people enough information that they would act on it. It's only now in reflecting and understanding even my own behaviors that I realize that is not what motivates people. Psychologically, our brains aren't wired to do that. We're walking around with these 200,000-year-old brains that are conditioned to respond to immediate danger.

So when we say to somebody in 20 years there's going to be a problem, it just can't hold. If the major icon for the movement was polar bears on ice floes in regards to climate

change, it's like we can't hold on to that information. We can feel sad for a moment, but for most people, the way our brains operate is within what researchers call the "finite pool of worry."

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So if you look at wanting to engage people or change behaviors, you have to work with existing cares because we simply can't, as human beings, hold all of that information and process all that information. So it's not a failure of a human being; it's a failure of our communal brain. And I think that really helps people recognize we didn't necessarily screw up. People aren't stupid. It's just this is the way we're wired. So what would make more sense is to work within those constructs rather than trying to force something that just isn't going to be able to take hold for a lot of people.

Betsy:

Well, I could go on about literally ten directions with everything you just said. It's so interesting, so much where I live every day. But let me just key in on what you said, I think you're being a little hard on yourself and perhaps the environmental messengers -- I'll count myself among them.

First of all, there's not enough of us, I would say; secondly, because I have tried to get a green show on Oprah when she had her contest a couple of years ago because I have talked to every radio syndicator out there over these years saying, "You think we're ready for green show now?"

I usually wait until there's been yet another killer tornado now that the nightly news is making those connections and connecting the dots between how this might be, climate change, because we are, say, more destructive weather events. And it's not just the tornadoes and twisters but the droughts and fires in Texas, of all places, where Governor Perry doesn't believe in climate change and yet was asking for emergency funding from Obama. There are so many things that are sort of what's wrong with this picture category, right?

They all said, "We don't think that there's any interest in green issues, and it's certainly not going to be popular or

profitable." I've literally been told this as recently as six months ago. Besides, as far as talk radio goes, it's all clogged up with the conservatives and its hostile territory. So I say, "You mean because Rush Limbaugh, for whatever reason, and his cohorts are so popular, we can't get one green show on America's airwaves?"

So I really think it's probably the fault to the gatekeepers who just don't think that this stuff can be anything but groom and doom when in fact -- I'm sure you've noted -- that literally every green or climate conference we go to, they are among the most passionate, excited involved people out there. I just want to go out in the real world, but I feel like people are sometimes just kind of tuning out to -- I'm generalizing here, but I think you know where I'm going with this.

So I think part of the blame really has to go with our media gatekeepers, and they should be the ones leading the way, not being so timid about putting on -- I'm talking one hour of green programming somewhere in mainstream media. So I fault the media in part. God bless Robert Redford and Sundance, but let's face it, the average American doesn't get cable TV or would seek it out. That's part of the problem, isn't it, that it's self-selecting even on the internet? The green is going with the green shows. How do we get beyond the choir, Simran?

Simran:

Well, I mean I think it goes back to what I was saying; it's about meeting people where they are. So for me certainly, I mean I can't really comment on the politics of you not being able to get a TV show, but what I can certainly say is that what I've experienced and what I've learned from the way I've shared information and the opportunities I've had is that guilt is a terrible motivator. I mean we inherently know this. But to be struggling to make ends meet, to be worried about keeping your job, and then to be told, "And by the way, all your water is poisoned."

It's really tough, and I understand completely why people tune out. So what our response was -- and I say "our" because I -- I mean we both have been involved in this, but I'm speaking collectively to anyone who has cared about the

environment and tried desperately to get people to care too, has tried to talk about sustainability and can't understand why people aren't hearing it or understating it or getting on board so to speak.

I think it's because in part we've tried to just over simplify complicated issues, but it was of the best intentions which was to get people to do something. But again, our brains are wired for single action bias. So what we have a propensity to do is if we're told a problem needs solving and we're given a list of options as to what to do, we'll pick the easiest one and then we'll feel good about it and we'll move on. It's not a failing of us; this is how we're wired.

So what I would say is what would be beneficial is to prioritize and is to help people understand that picking one step is part of a bigger journey. So the framing must be such that says we can't save the world in ten easy steps. This is part of an ongoing journey. What I talk about a lot is relationship that we have deep and important and ongoing relationships with ourselves, with our loved ones, with our community, and with our environment and that they're messy and that we work really hard on them, and the ones that we work the hardest on are the ones that we get the most benefit from.

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So for me, I've been doing a lot of work now around faith and trying to ignite people in a place where they already care. We are assured of this planet. I'm Hindu personally, but I understand what it means. I mean Hinduism also embraces the concept of stewardship, to speak meaningfully about sustainability and what it takes to sustain our planet in ways that connect with people.

I had a student in one of my classes say -- you ask her -- every semester, I would say, "Let's define sustainability." I'd lay out the Brundtland Commission definition, and we'd go from there. A woman who was actually in the military said, "You keep asking us to define sustainability, but it doesn't mean anything to me. What helps me is to ask, 'What

sustains us?" That opened the floodgates for a completely different kind of conversation.

You can see here what I'm talking about; it's reframing. That's a very small reframe from "What is sustainability?" to "What sustains us?" What sustains us? The clean water, good air, love, relationships, and then moving from that point and understanding what people resonate with them, what they already care about I think would enable us to have more traction.

So the first step in all of this is instead of talking is to listen and is to understand where people are coming from, what their passion is about, where their cares are, and then moved from that place within those frames of reference rather than saying, "P.S. Did you know about the lost of biodiversity?" This is something that you really shouldn't care about. Let me tell you why and then we try to shoehorn that into your life because every social scientist who had done research on this will tell you, "It's not going to work. It's not going to work."

Betsy: Do you think, Simran, that this really should happen at the community level, local level, like you say, meet of people where they live, and here you are in Kansas about as far from New York and San Francisco as you can get just culturally in every way? Does that mean there is no room for some kind of national programming? because I think we need both personally.

Simran: Well, I would say when I say meet people where they are, I mean it sort of literally and figuratively.

Betsy: Yeah, in terms of where they are, in terms of consciousness to understand.

Simran: Absolutely, exactly. If I walk into a group of -- I don't know. I've spoken to the high schools here in town. I wouldn't speak to the high school in the same way I would speak at South by Southwest. We would have a different conversation. I would understand their concerns are different. They are completely different demographics. They're just being very conscious of that how you tell your story, when you would

tell your story differently to a 15-year-old than maybe you would a 50-year-old.

I believe that there are a lot of universals that tie us together that defy geography but that we also must be mindful of what our geography does, of what our political affiliation might mean. That isn't to say that people don't care and that these aren't all universals. Let's just say it's to suggest at how we would enter into the conversation would be somewhat different understanding who our fellow conversationalists were.

Betsy:

Yeah, there has been some research showing there are six Americas. I'm sure your familiar with it. It came out about a year or two ago, our different demographic characteristics, and that's the good way to talk about climate change in particular. I think that's true, and I think that's very helpful as we struggle, we, environmental communicators, with how to get the story across in a way that's inspiring.

I also think that there should be room for something nationally. If I sound like I'm harping on, it's just because I turn on my television, I turn on the radio, and I just still see a void there. Where is the green program that's inspiring, that interviews people that you and I know that our really creating a vision of what's possible? I think there's an assumption that this has got to be groom and doom, and it doesn't. There are people who speak at conferences we go to, who are on our shows that are fascinating, intelligent, passionate, humorous.

I would love to make them the celebrities in America or at least among the ten we keep hearing about it. I joked that maybe we should call it "Kim Kardashian's climate change," and then we could get them coverage.

I'm going to open it up to questions because we have a lot of listeners. Thank you for your thoughtful comments, Simran. We could, as you know, go on for probably hours on this topic. I just want to say that while we're getting the calls lined up, both of us have had the experience of being environmental journalists in the beginning and then becoming -- I call it radio activist -- but really it's advocate. It's advocate for getting these very important stories out

there in a way that people can relate to. I think it's an unusual combination.

Someone asked me once, "Well, are you a journalist, or are you an activist?" That's when I came up with "Well, I'm an advocate." What am I an advocate for? For consciousness raising, for connecting the dots for being aware so that we at least, if nothing else, will not be ignorant about these challenges.

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Simran: Well, Nick Kristof from the New York Times often talks about the key journalism, and it's really an attempt to shine a light what is not often covered. I would certainly say what I believe and what I teach journalism students is that we are always revealing our biases and our cares in how we craft the story whether it's for The Washing Post or for your favorite blog.

So to assume that we would devoid of that when talking about such a critical issue is folly and certainly when it comes to sustainability, we have a vested interest in good, thriving and healthy communities and clean air and clean water and clean soil, and I don't think we have to divorce ourselves from that. I actually think that's been one of the biggest failures of environmental communication in journalism are those attempts to strip away because these issues are already so abstract for people to humanize them and to contextualize them in a way that people can connect with is often to make them personal. I would say that is not doing good service to the story or to the truth. It is certainly advancing and supporting it.

Betsy: Well put. I want to invite our listeners to call in by pressing 1 on their telephone keypads. We have several callers, and we're going to let Logan connect us to our first caller, again by pressing 1 on your keypad.

Logan: Okay, we'll start with Gary. Gary, you're on the line.

Participant: Hi. Can you hear me?

Betsy: Yes, we can. Go ahead.

Simran: Yes. Hi, Gary.

Participant: Thanks. The rephrasing of the question about sustainability is very powerful and asking what does this change us? It's similar to a question that I'm using in a small group process which is, "Where does our security come from?" and looking at personal security and community security and standing outward in layers to define what sustains a community.

Simran: I love that. I'll tell you, I've been doing work on sustainability in the military. I come from a complete family of PeaceNext, but again the US military is one of the top 50 greenhouse gas emitters in the world. They're one of the biggest purchasers of energy in the country. To have them on board in advancing sustainability initiatives and completely circumventing any political arguments about climate change to me is an extraordinary example of what can be done. We often talk about the sustainability, the social return on investment.

There is something incredibly powerful about a general saying, "Our return on investment is life saved," and meaning it in a very tangible way for people. No one regardless of their political affiliation wants a soldier to die, and it is incredibly treacherous for soldiers protecting fuel convoys. So I am so grateful for your feedback. I think that's a terrific frame, and I hope that people will embrace it across the continuum from where you started to where I just ended.

Betsy: Well put. And next question.

Logan: Yeah. We'll take the question from Shayenne. Shayenne, you're on the line.

Participant: I just wanted to also suggest reframing the question on the title, why sustainability isn't getting more traction. I believe there's some assumption in that question that is not correct because our efforts didn't go to not because this conference itself is an indication that it is flowering right now. So what we expected to happen didn't happen but because that's not the process. The process is it goes into the hearts of people. I think that's what makes sustainability work. It has to be

heart-centric. If your heart is not in it, you cannot sustain it. It's that simple, whatever it is.

Simran: I agree with that. We can only save and fight for and protect what we love and what we know, and that's why getting kids out, and adults too for that matter, out in nature; last tree in the forest, nature-deficit disorder by Richard Louv is such an important movement because I grew up playing in the orchard on our street that is now Silicone Valley and going down to the creek and playing with tadpoles. My daughter, unless she goes to summer camp, is not out in nature very much. With each generation we're losing that memory of what even is to go outside and play and run around. But again, that's another topic. Let's see if we have another caller.

Logan: All right. We'll take a question from Cynthia. Cynthia, you're on the line.

Participant: Yes. Can you hear me?

Simran: Yes.

[0:25:00]

Participant: Good. I want to thank you so much for what you're talking about. I've been involved in the environmental movement for a very long and time, and it's always a challenge with messaging and reframing and reaching people at the heart. So my questions is, is that because we have such a short time today, I'd like to know where I and other people can go to go more deeply into your work of looking at the questions that you're asking, the what sustains us and just delving into it more deeply. So if you've got any way that you can direct us to learn more about how you've been approaching this, that would be so helpful.

Simran: I would be delighted to. I've started a new site called www.metamorphose.us. Metamorphose is transformation, transform us, and that's a place where I have actually brought together people from a variety of different arenas -- students, farmers and energy analyst, scholars, architects, Buddhists, making television in New York City to all explore

this question of change. What are the conditions of change, what are the barriers to change, how do we strive and work toward transformation.

So I would love to have you join me there. You can easily follow the Tumblr. Again, it is metamorphose.us. It's my humble attempt to start to bring people together and have this conversation where -- it's in beta right but will be from the text that's already there and the image is there, we'll be rolling out videos and audio podcasts and hope to get that underway within the next six months or so in a much broader way than where it is right now.

Betsy: I'm very excited to hear about that, Simran. I know you've also, like I have been working on a book, and I'm sure you're going to have lots of great wisdom in that when it comes out. But in the meantime, life happens, right?

Simran: Well, and I think also we had talked earlier about things being very fast-moving. For me the reason I'm really excited about metamorphose.us is that it's a collaborative experience that I certainly have some insights from the work I've been doing, but there's something very solitary about a book. There's a bit of hubris in sort of thinking like I have all these things to say, "Please pay \$25.99 for it."

Whereas I actually think I want all of this information to be in the public domain, and I want to have these rich conversations with people because I made stronger - all the information I've shared today was only through living here in Kansas and starting to understand when someone said to me as I was harping about changing the CFL. Have you ever looked at the packing on a CFL? And I realized how off-putting it was to see all of that information about safe disposal of a compact fluorescent light bulb. That had never occurred to me. That's something what I sort of was touting as being so simple, actually had a barrier built into it.

So I'm helping people to understand why the mercury in the bulb was still going to be less than the mercury emitted from a coal fire plant from using inefficient lighting. So I'm starting to better understand where people are coming from, when someone said to me, "That whole climate change, that

belongs to Al Gore.” I was like, I have never ever in my life, like science and politics would get to conflated, and then all the sudden I realized I’m a liberal. But if Dick Cheney had been delivering that message, I can understand why, if I would have paused and said, “Hmm, I’m not exactly sure.”

So all of a sudden I just was able to connect these dots I wouldn’t have were it not for the rich committed community here in Kansas. This is where our food comes from. I know a lot of you are California right now, but there are a lot of people committed to the environment and sustainability here. They are just really put off by those names and the beliefs they have about these communities.

So I think if we can come together and start to talk about change in a way that unites us rather than divides us and do it in a space safe and that is welcoming to those conversations, even the hard ones, I think that we’ll be able to get a lot further.

Betsy:

Yes and I encourage people, don’t listen to Al Gore necessarily, whatever your politics are, just listen to the scientist where 99% of the world’s climate scientists are saying something, and that should take it out of the political arena.

We’re going to go to breakout sessions in just a moment. Press 1 on your keypad if you’d like to break out and talk about these topics. I’m afraid Simran will not be available to do that, but we will find some way to stay connected. Again, the website that Simran mentioned is metamorphose.us. I’m certainly going to be checking that out.

I think we have time for one more question, and then we’ll ask Simran to sum up the most important things that people can do to really make a difference wherever they are right now physically, culturally, consciously. I’m sure this group is pretty conscious and that’s really, I think, one of the key things we can do is be ambassadors with this message. So one last caller.

Logan, if you can point us to the lucky attendee.

[0:30:01]

Logan: Yeah, we're going to take a question from Andrew. Andrew, you're on the line.

Participant: Yes. Hi, greetings. Thank you both for your work.

Betsy: Hi.

Participant: I've got two quick comments, if I may. The first is that I think the American public, in general, due to the state of our media, has been brainwashed and has been put to sleep. I think we need to go beyond an intellectual discussion about state of the environment and sustainability and somehow move to experiential where people actually experience what the change is, and I think the place to do that would be in our living environments and in our work environments, somehow invite those we're living with and working with or who may live or work with us into a different kind of lifestyle.

And then the second comment is that I think we're also going at it too much from an angle of fear where we're trying to sell something due to negative reinforcement; that it's something to fear. So we need to change, and I think we need to change the conversation to something more inviting where, for me personally, living sustainability is a joy and it's not that I'm moving away from something. But when I live more green sustainable lifestyle and nature, better foods, organic foods, et cetera, it's joyful to me; and I think we need to use that as an enticement to sell it to the general population. Thank you very much.

Betsy: Absolutely and I really do think the key is to not only inform people. I'm sure you agree, Simran, but inspire them. In terms of some of the solutions that people are working so hard on and coming up with in American innovation in the best possible application of that is out there and really motivating people to in an instant become part of the solution, and there are so many things people can do.

What would you say are the most important? We're putting together an e-book of the most important citizen action items, if you will, from these great thinkers we have on our

Spring of Sustainability series, and we'd love your contributions to that.

Simran:

Well, I would say that the most important thing is to listen. It seems maybe facile but that the way to get people to engage with you is to first hear what ignites them and to tell stories of celebration and of joy. What you've heard a lot of the people who called to comment on say that we have the opportunity right now to create something great because of our planetary constraints and because of where we find ourselves right now, that this is an incredible moment in time where we have the opportunity to redefine what our future will look like. There's an urgency around that, but I think it first starts with really coming from a place of gratitude and celebration and connecting with the people that you love and the things that you love in order to achieve that.

I tweeted something this morning. There's a study that was done that said that people dream about approaching things more than they dream about running away from them, and I think that's a metaphor for a lot of what all of us are trying to do right now. That's why we've gathered and this is evidence of the success of sustainability that we're having this conversation, that I haven't been in this degree in sustainability, that I love this stuff, that I have student asking me to reframe the question.

I mean, this didn't exist ten years ago, this particular kind of conversation. Maybe if people break out into groups, they could really challenge themselves to try to put themselves in the shoes of someone that they think doesn't get it and doesn't care and try to figure out in those groups what they would say to connect with those people and to transform that conversation because I assure you, no one wants their kid to be sick and no one wants to live next to a landfill and no one wants to breathe dirty air. Because we already care, we're one step ahead and that it's up to us to lead the way and to find ways to communicate these messages in ways that will help more people understand and act.

Betsy:

So as I hear you speaking very eloquently, Simran, I would say among your key messages are to listen, to meet people where they are, and to understand the framing, and really I

think that's a good place to start. I know sometimes maybe I can get a little bit impatient because of the scientific urgency, but you're right, we just have to do it as we can, as much as we can.

I just would love to bring more people into the conversation, and certainly that's key because once people do start connecting the dots, I find that they really get excited about this. I mean depressed too, but really it's about actions we can all take, and it can really truly be a positive experience. I think people have to experience that to get that, but I think if we can spread it that way, that will actually offer a lot of help. Thank you for the hope and the great work you're doing.

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Simran: It's to be grateful for what we have that's free and it's to celebrate what we can achieve.

Betsy: Absolutely.

Simran: There's a lot to be thankful for.

Betsy: Beautiful planet, beautiful nature, and really that is what's going to help us as we go through these stressful times and a shift which is what The Shift Network is all about. I take a walk with my dog when I get overwhelmed and that always helps.

Thanks so much, Simran Sethi, again for your contribution today and always.

Simran: Thank you to all of you. Thank you, Betsy.

Betsy: Good luck with that book. Let's see who can finish first.

Simran: And thanks for everyone who took time out of their day to join us today. I appreciate and honor every one of you for what you're doing, and I hope that we can continue to move forward together.

Betsy: I concur. There are going to be breakout groups again. Press 1 if you'd like to participate in that. I want to thank you all

for listening, for joining, for The Shift Network and the Spring of Sustainability, Vinit Allen, Stephen Dinan for putting this on. Also to my driver, as we call it today, Logan, with Mercury in Retrograde as being my first interview. I wanted to let him run the controls. He did a great job with that; made us let him continue to do that so I could focus on our guest and our listeners and our topic.

Next week at the same place and same time, I'll be interviewing Randy Hayes, another friend and fellow activist. He's actually the activist activist. He of course ran RAN, Rainforest Action Network, and we'll find out what he's been up to lately. Again, one of my favorite inspiring leaders in this wonderful sustainability movement.

So have a great green week. See you next Thursday.

[0:36:33]

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