

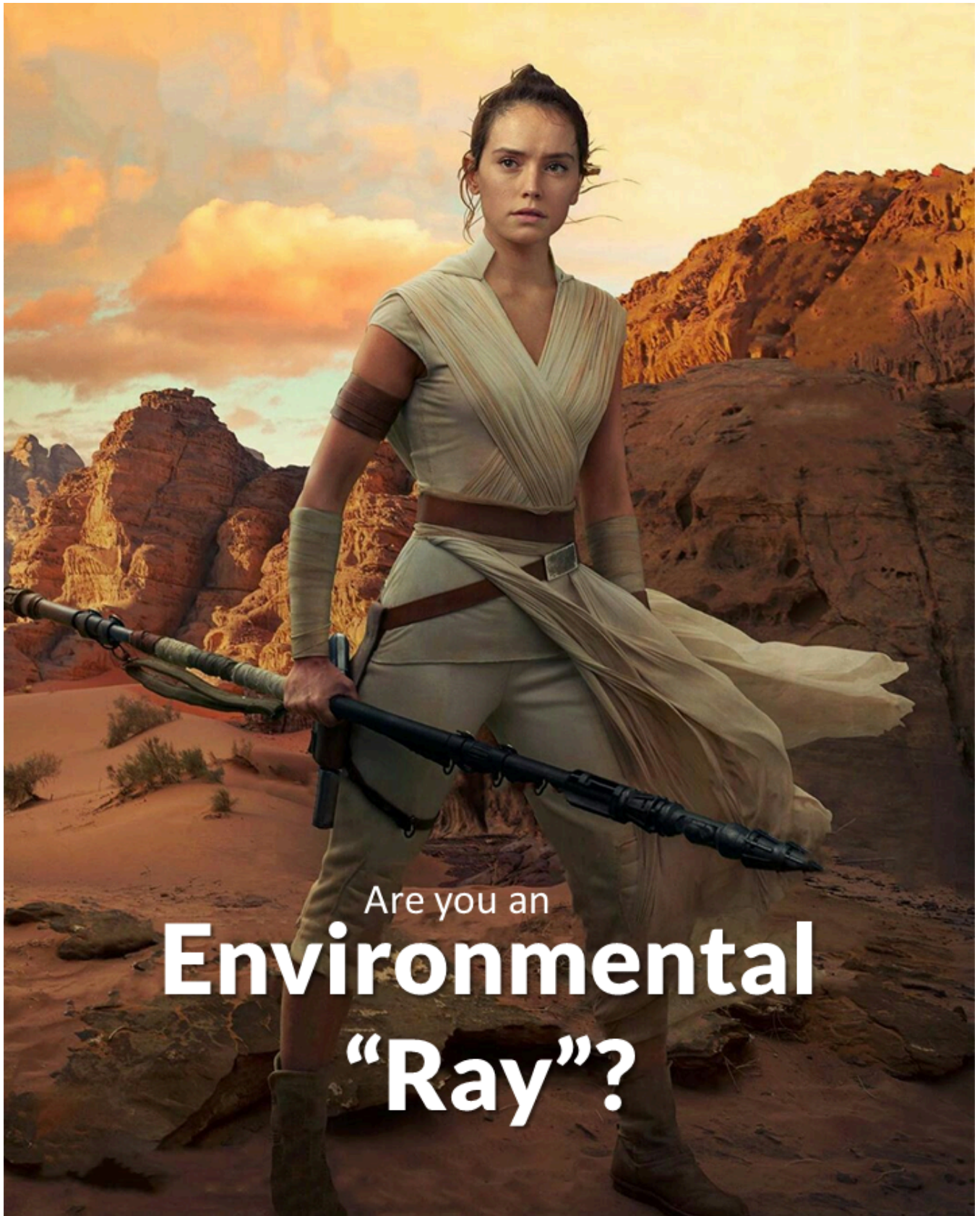
POST

Heroes

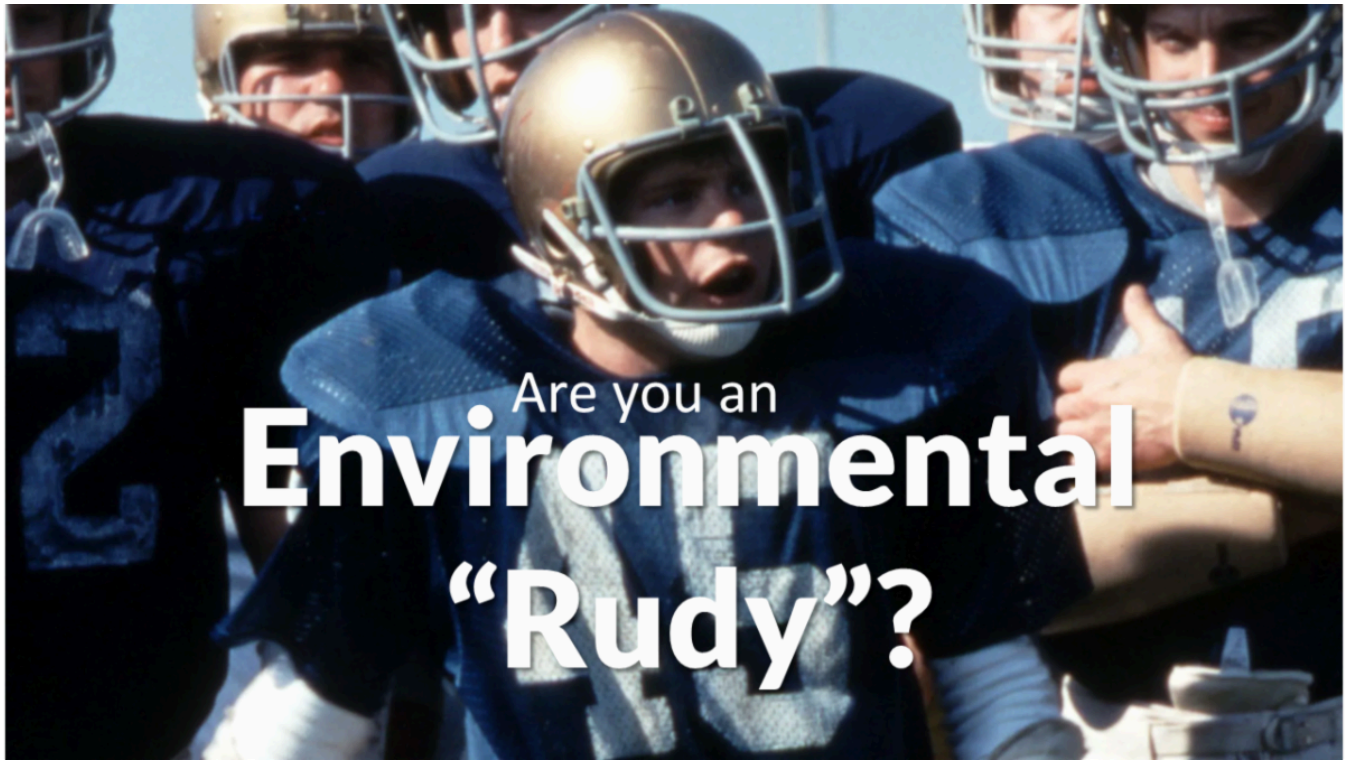
March 11, 2021

---“We need environmental heroes.”

- Jed Anderson, Environmental Entrepreneur



Are you an
Environmental
"Ray"?



Are you an
Environmental
“Rudy”?



Are you an
Environmental
“Frodo”?

One trait all heroes have in common is that they are nonconformists. Being a hero means that when almost everyone else is running the other way, you must run toward. When everyone else is sitting, you must stand. It's the antithesis of conformity. Yes, it would be nice if you could both conform to the societal and professional norms around you and be a hero. But such is impossible. "Be safe" ... "take care of yourself" ... "stay within your limits", these are the words and mindset of the world, but they are not the words and mindset of a hero. They cannot be.

There is significant pressure in industry, environmental groups, and government to conform. Conform to the ways we've always approached each other. Conform to the ways we've always approached environmental problems. Conform to making a living rather than living to make a difference. So I ask this question ... will there be heroes?

---"The opposite of courage in our society is not cowardice, it's conformity." – Rollo May

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