

ESRAG People of EcoAction





ESRAG 2015 – 2025

Yavuz Atila
Chair

November 3, 2024

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ESRAG Advisory Council 2024-2025

Karen Kendrick-Hands

Patricia Armstrong

Yasar Atacik

Larry Hands

ESRAG's MISSION

- **Vision Statement**
A world where people unite and take action to protect the environment for a sustainable future.
- **Mission Statement**
Inspire and empower the Rotary Family with extensive expertise, networks, education and best practices to implement sustainable and impactful environmental projects.

Rotary's Area of Focus: Environment

- Protecting and restoring land, coastal, marine, and freshwater resources
- Enhancing the capacity of communities to support natural resource management and conservation
- Supporting sustainable agriculture, fishing, and aquaculture practices
- Addressing the cause of climate change by reducing the emission of greenhouse gases
- Strengthening ecosystems and communities affected by climate change
- Supporting education initiatives that promote behavior that protects the environment
- Advocating for sustainable consumption to build an economy that uses resources more efficiently
- Addressing environmental justice issues and public health concerns

ESRAG Regional Chapters

Regional Chapters	30 June 2023	30 June 2024	31 Oct 2024
Oceania	193	200	176
SE Asia	22	26	23
East Asia	16	11	9
South Asia	139	142	423
Africa	57	63	58
Zone 21	37	46	42
Europe	147	148	155
Latin America	33	56	46
Eastern NA	352	406	415
Central NA	184	173	154
Western NA	359	465	458
RGBI	79	86	81
Brazil	5	4	4
Total	1623	1826	2044

New Regional Chapters Structure

- **CHAIR**
- **CO-CHAIRS (Vice Chairs)**
 - For Each Country
 - For Each PETS area or sub-region by geography, language, districts
- **COORDINATORS**
 - Projects
 - Membership
 - Communications/Social Media/Website
 - Task Forces

TASK FORCES

Agriculture
Clean Cooking
Climate Solutions
Conserving Glacial Resources
Food Waste
Plant Rich Diet
Plastics Solutions
Pollinators
Renewable Energy

ESRAG Membership History 2016 - 2024



- 2019-20: Established the Regional Chapters
- 2020-21: "Environment" became the new Area of Focus
- 2023-24: New Eco Action Clubs Membership

ESRAG People of EcoAction

ESRAG ECO Action Rotary / Rotaract Clubs

- Eco Action Club:** 5+ ESRAG members
Eco Action STAR Club: 10+ ESRAG members
Eco Action STARS2 (Level 2) Club: 25+ ESRAG members
Eco Action STARS3 (Level 3) Club: 50+ ESRAG members
Eco Action STARS4 (Level 4) Club: 100+ ESRAG members
 Eco Action 100% Clubs: All the club members are ESRAG members



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ESRAG ECO Action Districts

- Eco Action District:** 25+ ESRAG members
Eco Action STAR District: 50+ ESRAG members
Eco Action STARS2 (Level 2) Dist: 100+ ESRAG members
Eco Action STARS3 (Level 3) Dist: 250+ ESRAG members



16

Youth ECO Action Council

- Connect with the Rotaract and Interact Clubs
- Submit projects proposals to the ESRAG board
- Promote Environmental projects among the youth



17

ECO Action Projects Awards

- \$5,000 allocation for the Rotary clubs
- \$3,000 allocation for the Rotaract/Interact clubs
- \$50,000 to be allocated for the programs of Scale projects!!



18

ECO Action Webinar Series

- Climate Solutions and Adaptation
- The Million Solar Panel Challenge
- Biodiversity & Plastics Solutions
- Youth and Sustainable Environment
- Earth Day – Joint Webinar with WASH-RAG and RAG for PEACE

17

Climate Roadmap Working Group

- ↔ Tom Gump
- ↔ Barry Rassin
- ↔ Ian Riseley
- ↔ Stephanie Urchick
- ↔ Pat Merryweather- Arges
- ↔ Mario Cesar Martins de Camargo
- ↔ Gordon McInally
- ↔ Jorge Aufranc
- ↔ John Hewko
- ↔ Mark Maloney

met and consulted



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ESRAG Initiative on Climate

with Rotary International

- ↔ Establish a Rotary Climate Task Force
- ↔ Announce a Climate Policy Statement
- ❖ Vision: RI Net Zero by 2040
- ❖ Train all Rotary Officers
 - ✓ presidents & up
 - ✓ DGE's at International Assembly
 - ✓ Rotary Staff



19

Million Solar Panel Challenge



Fighting climate change one solar panel at a time.

20

Every Club Climate Friendly

Guides Rotary clubs to become climate friendly and carbon neutral.

21

Operation Pollination

Operation Pollination is a simple 70 Area of Focus Environmental Framework and growing Rotary Movement that enables and encourages Rotarians to engage in pollinator protection and education projects.

22

Lithium-Ion Battery Recycling



23

iRotree

A Global Solution for Rotary to report the impact of its environmental projects.

<https://esrag.org/irotree/>

24

People of EcoAction



Protect the Environment for a Sustainable Future
www.ESRAG.org

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People of EcoAction
 ESRAG's vision of global action.
 Members share it with you.

Rotary Service Project Center

spc.rotary.org

Browse Projects

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ESRAG People of EcoAction



People of Eco-Action

ECO ACTION NOW

- Form ECO Action club committees with 5+ ESRAG members
- Connect the local Rotaract/Interact clubs with the newly founded ESRAG Eco Action Youth Council
- Connect with the ESRAG Task Forces and work on local and global projects
- Join the Every Club Climate Friendly (ECCF) Campaign
- Register and promote ESRAG's Million Solar Panel Campaign
- SHARE and RECORD your project details with ESRAG



People of Eco-Action

We LISTEN and BELIEVE in:

- The Scientists

We OBSERVE and CONCERN about

- The climate change
- Increasing natural disasters
- Pollution
 - Biodiversity and pollinators
 - Sustainable living
 - Food systems and supplies

We CARE about

- Well being and survival of the humanity and all the other animals and species on our blue planet Earth

ESRAG CLIMATE ROADMAP GOALS & STRATEGIES



TAKE ACTION

Task Forces

Interested in taking action with ESRAG?
Join a task force and help educate, provide technical assistance, and facilitate new projects and initiatives.



Clean Cooking

To create awareness of, and to promote practical solutions for the need to urgently transition to Clean Cooking.

[LEARN MORE](#)



Climate Solutions

Drawdown is the point in the future when levels of greenhouse gases in the atmosphere stop climbing and start to...

[LEARN MORE](#)



Conserving Glacial Resources

Implementing and evaluating management techniques to slow down melting and conserving the meltwater

[LEARN MORE](#)



Food Waste

Become a food steward.
Reduce greenhouse gas emissions, save resources, save food.

[LEARN MORE](#)



Plant Rich Diet

The Plant-Rich Diet Task Force exists to educate Rotarians and the general public on the benefits of Plant-Rich Diets to...

[LEARN MORE](#)



Plastics Solutions

Join a global network to rethink and influence how we create, use, and dispose of plastic.

[LEARN MORE](#)



Pollinators

They are essential to our food web, ensure biodiversity and provide irreplaceable ecosystem services.

[LEARN MORE](#)



Renewable Energy

To encourage, educate and offer support for those involved in renewable energy projects worldwide.

[LEARN MORE](#)

[Click Here](#) to
Learn more about ESRAG
Task Forces.

Send an email to:
taskforces@esrag.org
to join a taskforce or to
form a new one.

(ESRAG, 2025)

Initiatives

Focused activities that support projects driven by local clubs and districts.
These initiatives connect clubs to share best practices and learn from each other.



Every Club Climate Friendly

Become a climate friendly and carbon neutral club before 2030.

[LEARN MORE](#)



Flight Carbon Estimator

Compensate for your flight carbon by donating to The Rotary Foundation's Environment Fund.

[LEARN MORE](#)



Habitat Solar

Address energy poverty for Habitat for Humanity, low income, home owners.

[LEARN MORE](#)



I Fix the Planet

A video contest showcase of Rotary environment projects.

[LEARN MORE](#)



iRotree

A Global System for Rotary to report the impact of our environmental projects.

[LEARN MORE](#)



Lithium-Ion Battery Recycling

Dispose of lithium-ion batteries through a fully closed-loop recycling solution.

[LEARN MORE](#)



Lunch out of Landfills

Students divert lunch waste by sharing edibles, composting and recycling.

[LEARN MORE](#)



Million Solar Panels

Fighting climate change one solar panel at a time.

[LEARN MORE](#)



Operation Pollination

Engage in pollinator protection and education projects.

[LEARN MORE](#)



Solar Safe Water

Giving people in need access to hot and safe water for drinking, cooking and hygiene.

[LEARN MORE](#)



Watersheds, Rivers, Oceans

Clearing the watersheds, rivers and oceans throughout the World.

[LEARN MORE](#)

[Click Here](#) to
Learn about
initiatives and best
practices.

[\(ESRAG, 2025\)](#)

CLIMATE ACTION SUMMIT

Start a Climate Action Committee. Launch proven, scalable initiatives within your club's Climate Action Committee. Learn and network on Climate topics.



The poster features a background image of a sunlit forest. At the top, the Rotary Club of Los Altos logo is displayed next to the text "Climate Action Committee". Below this, the poster is divided into three columns: SPEAKERS, TOPICS, and LOGISTICS.

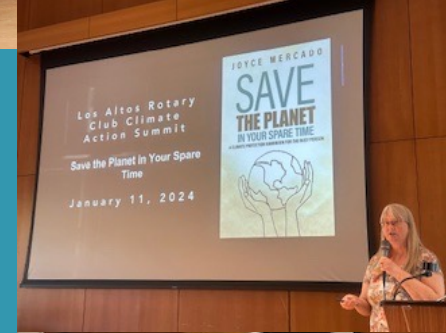
SPEAKERS	TOPICS	LOGISTICS
• Yavuz Atila, Chair, ESRAG • Steve Bender, Director, Big West Region, ESRAG • DeAnna Pursai, Vice Chair, Big West, ESRAG • Clari Nolet, Vice Chair, ESRAG • Tami Mulcahy, Plastic Solutions Task Force, ESRAG • Laura Fay & Peter Landsberger, Climate Action, Los Altos Rotary • Steve Lefevre, Climate Action Chair, Cupertino Rotary • Joel Parrott, Environmental Committee Chair, Rotary Club of Oakland #3 • Joyce Mercado, Alameda Climate Action Chair	• ESRAG People of Action • Connecting the Dots to Global Rotary Projects • Go Green Learning Communities and Native Pollinator Kits • Lithium-ion Battery Recycling • Reduce – Repurpose – Restore • NexTrex Plastic Recycling Challenge • Solar for Non-Profits • Urban Forestry: Rotary Oakland #3 Tree Planting Project • Taking Action in Your Own Home • Breakout Sessions	Los Altos Community Center, 97 Hillview Avenue, Los Altos, CA Sat, Jan 11th 11:45 am – 4 pm PT \$25 Fee Snacks Provided. Bring your Water Bottle! Scan to Register 

The Los Altos Rotary Climate Action Committee hosted the CLIMATE ACTION SUMMIT on Jan. 11, 2025, at the Los Altos Community Center. The Summit provided Rotary Clubs information on launching proven, scalable initiatives within their Climate Action Committees.

Speakers included leaders from the Environmental Service Rotary Action Group (ESRAG) and Rotary Club representatives who created their climate action committees.

The session is recorded for post-event access. Contact: SAuerbach379@gmail.com

CLIMATE ACTION SUMMIT – JANUARY 11, 2025



Embracing the Future While Respecting the Past

Join us for an inspiring speaking tour with Steve Bender, an internationally recognized speaker who has presented at District Conferences, PETS, Rotary Clubs, and international events on five continents. Steve will showcase current and upcoming projects that Rotary clubs can participate in, fostering sustainability while honoring Rotary's traditions. Learn how these initiatives are "Beneficial to All Concerned" and attract younger members to Rotary.



Speaker: Steve Bender,
President, Rotary Club
of Newport Beach

TOUR LOCATIONS & DATES

We are looking for clubs with large venues that can invite environmental chairs and President-Elects from clubs in their district to attend this informative presentation.

Baja Mexico	Nov 19-22	The Tijuana River Project
Texas	Dec 9-17	
Kansas/Missouri	Dec 18-23	
Los Gatos	Jan 11	District 5170 Climate Action Summit
San Mateo, CA	Jan 16	
Novato, CA	Jan 17	
Bellevue, WA	Jan 21	Bellevue Rotary Club
Vancouver Island, Can	Jan 25	The Charlie White Theater
Vancouver, BC	TBD	
Portland, OR	TBD	
Sacramento, CA	TBD	
Solana Beach, CA	Feb 4	
Los Angeles, CA	Feb 21-25	SW PETS
CA & MX	April 4-7	Rotary District Conference
Dallas, TX	April 21-25	EarthX
Panama City, Panama	May 19	w/Panama Climate Czar
Columbia	TBD	
Guatemala	TBD	
Calgary	June 21-25	Rotary International Convention

Why Attend?

- **Current Environmental Projects:** Learn about ongoing initiatives making a real impact.
- **Future Opportunities:** Discover exciting new projects your club can engage in.
- **Attract Younger Members:** Explore ways to involve the next generation in Rotary's environmental and sustainability missions.
- **Combat Misinformation and Promote Civic Engagement:** Learn how to address misinformation around climate change and environmental issues while encouraging civic engagement in solutions.

Contact:

Steve@SteveBender.net

Please Contact Steve for additional information about requesting your club as a host club in your District.

Rotary
Rotary Club of
Newport Beach

ROTARY GLOBAL SERVICE CLUB
Embracing the Future
While Respecting the Past
www.rotaryglobalserviceclub.org





EarthX
Recycling Day

PRESENTED BY

ARCACONTINENTAL
Coca-Cola SOUTHWEST BEVERAGES

With Support from
City of Dallas

Discover how recycling can transform our world and how YOU can contribute to a more sustainable future!

Saturday, NOVEMBER 16
Klyde Warren Park
11 AM – 5 PM
FREE TO THE PUBLIC!

Educational Activations
Interactive Recycling Demonstrations
E-Recycling Waste Collection & Drop-Off

FREE EVENT
Register to attend at EarthX.org

Family Fun!
Food Trucks • Music
Games • Giveaways

Earthx2025
CONGRESS OF CONFERENCES

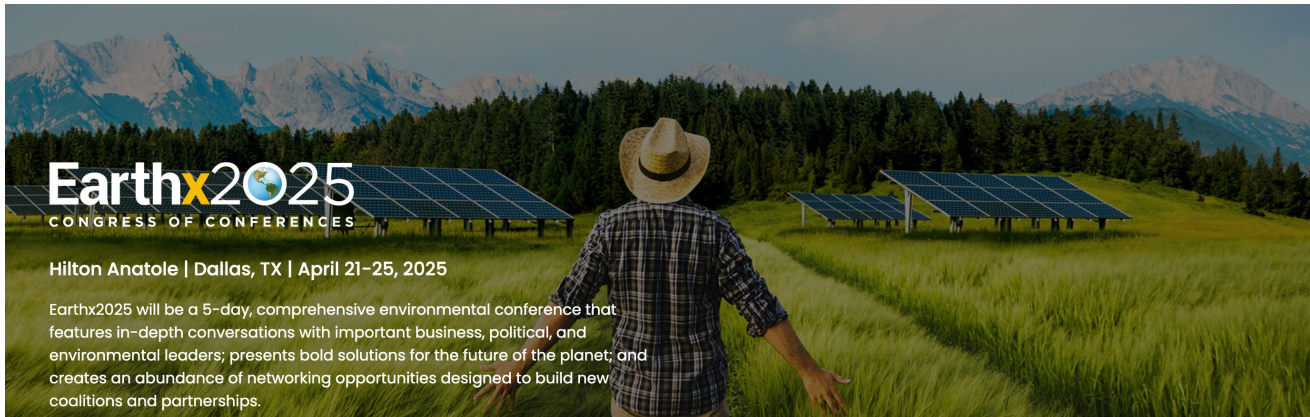
April 21-25, 2025

**Registration Now Open
at EarthX.org**

Publication No.: FY 23-24:116



Sea 2 Sky Solutions: Environmental Myth Busting Conference at EarthX 2025



Date: Wednesday, April 23 (Workshops) & Thursday, April 24 (Presentations)

Location: EarthX, Dallas, Texas

Misinformation and disinformation pose one of the most significant short-term risks to our understanding of environmental issues, as noted in the **World Economic Forum's 2024 Global Risk Report**.

Pervasive myths—such as “windmills cause cancer,” “EVs are worse for the planet than internal combustion cars,” and “climate change is a hoax by the Chinese”—endanger our collective comprehension of critical topics.

Join us as we delve into the origins of these narratives:

- Who funds them?
- Why do they exist?
- How can we effectively search for the truth?

Register now for our informative conference: www.EarthX.org

Use Code: Sea2Sky to guarantee your seat!

For any questions or to participate in workshops or presentations, please get in touch with us: <https://sea2skysolutions.com/contact-us/>





Rotary Club of Newport Beach Announces Million-Dollar Grant for Innovative Media Literacy Game, *Agents of Influence*

Steve Bender, President of The Rotary Club of Newport Beach, is thrilled to announce that his Rotary club member, **Anahita Dalmia** and her talented team have secured a million-dollar grant from the Federal Department of Education. This funding will support the further development of their innovative media literacy game, *Agents of Influence*, aimed at educating students about the dangers of misinformation and disinformation.



This exciting news coincides with *Agents of Influence* featured in the October 2024 issue of *Rotary Magazine*. The article, titled ***Beyond Truth vs. Fiction: Teaching Media Literacy***, emphasizes the importance of equipping communities with media literacy tools to navigate today's complex information landscape.

As part of the Rotary Club of Newport Beach's *Democracy in a Box* initiative, *Agents of Influence* is designed to engage 11- to 13-year-olds, teaching them critical thinking skills to help identify media bias, logical fallacies, and confirmation bias. The game's unique approach draws inspiration from Rotary's Four-Way Test, encouraging young people to critically evaluate the information they encounter, fostering discernment in an age dominated by social media.

The full article is available in the [Rotary Magazine, October 2024](#) and online at [Rotary Magazine's website](#).

Adding to the momentum, Rotary's presence at EarthX 2025 in Dallas Texas, will spotlight the highly anticipated *Sea 2 Sky Myth-Busting Conference*, which will focus on misinformation and disinformation surrounding environmental issues. The event will tackle pervasive myths such as "windmills cause cancer" and "electric vehicles are worse for the environment than internal combustion cars". This important gathering will examine the origins and persistence of these myths, while also offering strategies to effectively debunk them.

Join us at EarthX 2025, from April 21 to 25, for the Sea 2 Sky Solutions Conference. Thought leaders and experts will guide workshops on April 23, followed by presentations on April 24, delving into crucial topics related to misinformation in environmental discourse. Don't miss your chance to engage in this important conversation—register today at www.EarthX.org using the code Sea2Sky to secure your seat.

For those interested in piloting *Agents of Influence* or participating in ongoing research studies, volunteers are needed! Your feedback helps us improve the game. You have the opportunity to pilot with us and/or participate in one (or multiple) ongoing research studies.

For more information about *Agents of Influence* and how you can get involved, visit: www.agentsofinfluencegame.com

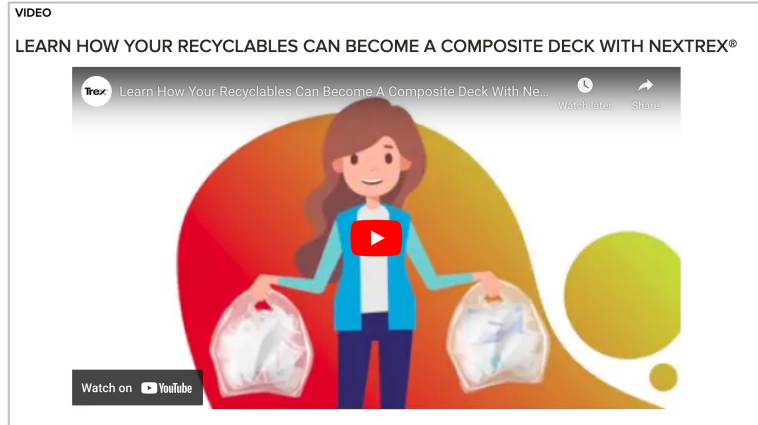


The Rotary & NexTrex Recycling Challenge

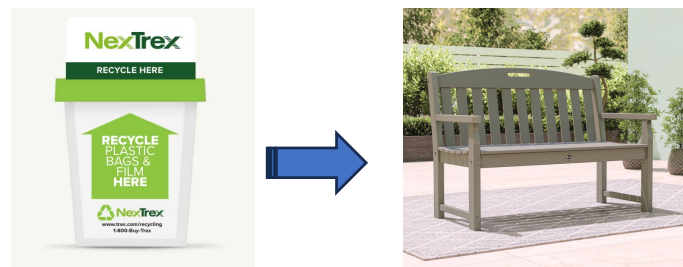
Through its recycling program, Trex encourages the public to recycle grocery bags, bread bags, produce bags, cereal bags, ice bags, case overwrap, bubble wrap, dry cleaning bags, Ziploc, and other re-sealable bags and wraps for other objects. Trex donates a four-foot-long composite bench for every 1,000 pounds of plastic film Rotary collects. The benches are made of milk jugs and water bottles, while the collected plastic waste is used in other Trex decking products. (Trex, 2025)

Contact:

Sherry Auerbach, Rotary Club of Los Altos
SAuerbach379@gmail.com



[Click to watch video](#)





Rotary Climate Warriors

Erv DeSmet, the Inaugural Chair of Rotary D5030 Environmental Sustainability Committee (2020-2023), and his son Matt DeSmet composed the **"Climate Warriors" song** for Rotary using the Artificial Intelligence (AI) platform Suno.com.

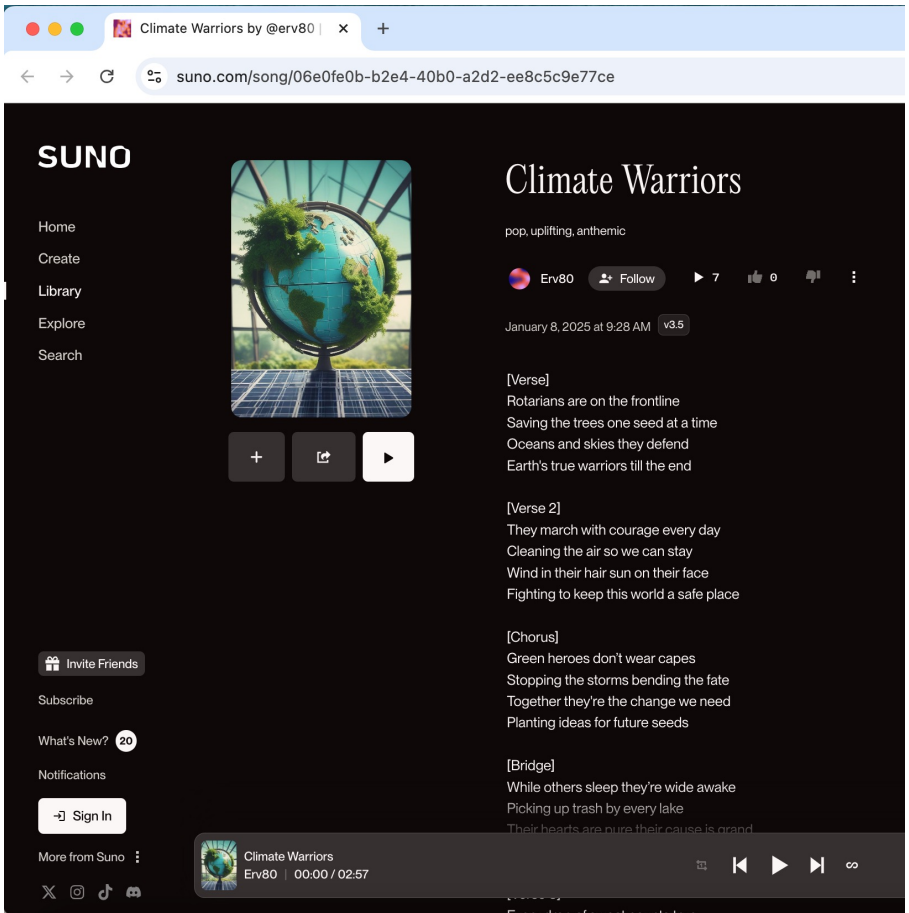
Listen at no charge and share with fellow Rotarians and beyond.



Erv DeSmet (center) of the Woodinville Rotary Club, WA, with his sons. Erv and Matt (right).



Matt DeSmet (left) earned a Paul Harris framed certificate for promoting international peace and goodwill for his compassion for a group of Cambodian refugees who were his fellow workers in a warehouse years ago. They loved him and were very sad when he was transferred.



Song Title: "Climate Warriors"

Artist: Matt DeSmet (featuring AI elements from Suno.com)

Lyrics: Erv DeSmet

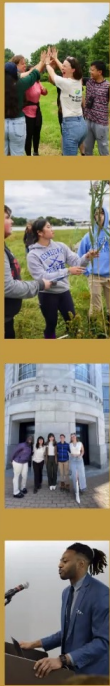
Music: Matt DeSmet with AI composition by Suno.com

PLAY: <https://suno.com/song/06e0fe0b-b2e4-40b0-a2d2-ee8c5c9e77ce>

The Climate Initiative (TCI): Empowering Future Climate Leaders

TCI provides young climate champions education and engagement tools to steward our planet and catalyze the transition to climate-resilient communities. Through community-based education and empowerment initiatives, youth learn about local climate problems and possible solutions, giving them hope and the inspiration to become change agents in their communities and beyond.

The next generation of climate leaders need our support



60%

of youth between the ages of 16 and 25 described themselves as very worried about the climate and nearly half said the anxiety affects their daily functioning

16%

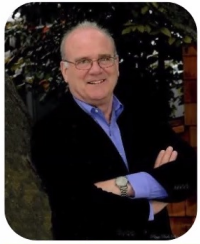
If just 16% of secondary school (equivalent to middle and high school) students around the world in middle and high income countries studied climate change, it would result in cutting almost 19 gigatons of CO₂ by 2050. That's like the equivalent of over 4 billion passenger cars emissions in a year.



John Mathers
Climate Action Leadership Program
October 29



The Climate Initiative

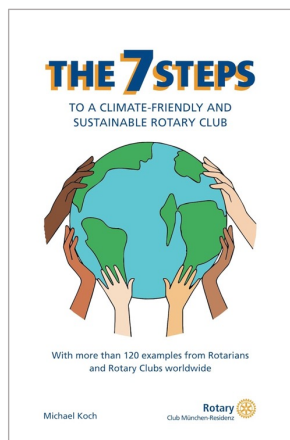




Climate Action Team Network

www.theclimateinitiative.org
<https://youtu.be/9Cgw3rsMU6w>

[\(The Climate Initiative, 2025\)](#)



[Available in Amazon](#)

THE 7 STEPS TO A CLIMATE-FRIENDLY AND SUSTAINABLE ROTARY CLUB

This book inspires Rotarians and Rotaractors to mitigate climate change as soon as possible. The well-described seven steps make it easy for Rotary and Rotaract clubs worldwide to become climate-friendly and sustainable. The book is written by Rotarian Michael Koch, Rotary Club Munich-Residenz, Co-Chair ESRAG Europe, based on his experience working with many Rotary and Rotaract clubs worldwide.

The clear presentation, easy-to-understand approach, and more than 120 examples of Rotarians and Rotary clubs from around the world encourage and inspire people to become active in their clubs and beyond and contribute effectively to climate protection. **All profits from the sale of this book will be donated to Rotary projects that reduce carbon emissions. The book's price reflects the ESRAG-proposed target year 2040 for achieving Rotary net zero.**

In the first part of the book, Michael Koch outlines five key reasons why many Rotarians and clubs have already taken action on climate change. In addition, the seven steps are described, which lead to a "climate-friendly club."

The book's second part can be used as a reference manual and explains the tools needed to facilitate the seven steps. This includes a compact and clear presentation of current knowledge about climate change and the tools to motivate Rotarians to take action. An online calculation tool is presented, and a club can measure its carbon footprint and handprint. Different Rotarian projects are recommended that enable financial compensation of the footprint. This is followed by "best practice" suggestions on how clubs can reduce their footprint. It then presents a wide range of club projects worldwide that have a demonstrable impact on carbon reduction. Finally, the most effective ways Rotarians can act on climate change beyond the club in their personal, community, and professional lives are shown.

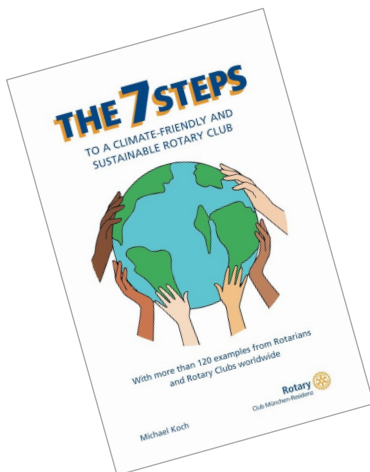
The book's third part shows how activities at the district level or major Rotary events can be carbon neutral. It also explains the advantages of making Rotary carbon neutral worldwide and the steps needed to implement the ESRAG proposal of achieving Rotary net zero until 2040. Finally, the book shows how Rotarians and Rotaractors can get involved in the global ESRAG initiative *Every Club Climate Friendly* to make Rotary climate-friendly and sustainable overall.

[About the Author](#)

Michael Koch, PhD
Michael.Koch@becomesustainable.org



Mark McKenna



Mark McKenna brings to his commitment to Rotary a curiosity about how society changes and evolves and a passion for improving the world. After completing a BA in Comparative Literature at UC Berkeley, Mark spent the next 25 years working on problems of social, political, and economic development as a Program Officer, Project Director, and Country Representative with The Asia Foundation, a San Francisco-based non-profit philanthropic organization, earning a Master in International Development from San Francisco State along the way. Mark directed a project in Pakistan to engage grassroots community and national civil society organizations in implementing programs to increase access to education, generate employment, promote women's rights, and advocate with local, regional, and national governments. As Country Representative in Sri Lanka, Mark supported efforts to protect the rights of women and minorities, uphold the rule of law, and engage multiple stakeholders in the search for peace amid a civil war.

In 2007, he brought his international experience and commitment to a better world into the classroom, teaching courses on globalization, global citizenship, cross-cultural communication, and international business and management at San Jose State University and Hult International Business School in San Francisco. After retiring in 2019, Mark joined the **Rotary Club of San Jose** while continuing to teach occasionally at San Jose State; in addition to lending his support to many club initiatives, Mark is the past chair of the club's Rotary Climate Action Committee and co-founder and chair of its Refugee Support Committee. As chair of the **Rotary Climate Action Committee (RCAT)**, Mark launched an initiative to have the club become carbon-neutral and subsequently joined the steering committee of the **Become Sustainable** initiative, part of **ESRAG's Every Club Climate Friendly** program, which has now taken on the role of leading ESRAG's Climate Action Task Force.

Mark firmly believes that people acting together can change the world, and what better way to drive global efforts to address climate change than to engage Rotary's 48,000 clubs and 1.2 million members in reducing their climate impacts? As coordinator for the Americas region for the Climate Action Task Force, Mark intends to put this faith into action and calls on all ESRAG and Rotary members to join in their way to make a difference. Every little bit we do today holds out the promise of a brighter tomorrow.

Advancing biodiversity with AI at Microsoft



[Click to watch video](#)

“The health of our society is deeply intertwined with the health of our planet. While much of the global conversation around the environment focuses on the devastating impacts of climate change, it is crucial to recognize that climate and biodiversity are part of a broader ecological system. The loss and degradation of nature are both a result of and a contributor to climate disruption, as healthy ecosystems play a vital role in regulating the climate. Since 1970, global wildlife populations have plummeted by 70%. And in the last century, nearly 500 vertebrate species have been lost forever.

In September 2024, “...leaders from around the world gathered for [COP16](#), a United Nations conference in Cali, Colombia, to drive actions to reverse this trend. COP16 focuses on advancing global efforts to implement the [UN Biodiversity Plan](#), which highlights the critical role that companies must play in building a nature-positive world. Microsoft is committed to helping the world drive progress on the UN Biodiversity Plan.”

Leveraging AI to Boost Biodiversity

“At Microsoft, we believe we must use technology that matches the scale and complexity of our challenges. Given the vastness and complexity of Earth’s ecosystems, AI is emerging as an indispensable conservation tool. AI can empower us with the speed and scale necessary to analyze and better understand Earth’s biodiversity.

Technology can not only coexist with nature but help it thrive. One such example is [Project Guacamaya](#), which combines the power of AI with satellite imagery, wildlife imagery, and acoustic data to monitor deforestation and protect biodiversity in the Amazon. Nearly five million acres of the Amazon were deforested in 2022, a [21% increase](#) from the previous year.



Thanks to Project Guacamaya, a joint effort of the [CinfonIA Research Center](#) at [Universidad de los Andes](#), [Instituto SINCHI](#), [Instituto Humboldt](#), [Planet Labs PBC](#) and [Microsoft AI for Good](#) Lab, AI is helping protect this tremendous natural resource.” [\(Microsoft, 2024\)](#)

Microsoft's AI for Good Lab solution will beam wildlife data from remote corners of the world

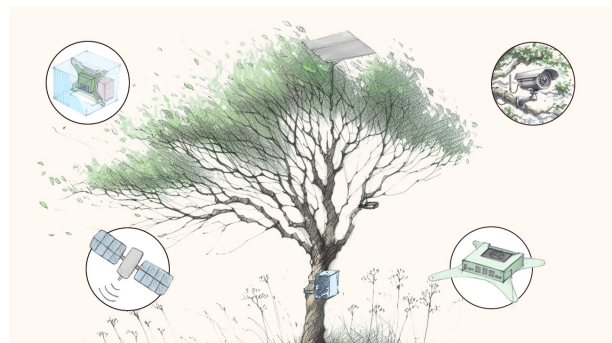
Microsoft's AI for Good Lab unveiled a new open-source project and AI-powered edge computing device designed to improve biodiversity monitoring and help outside researchers better understand the planet.

Project SPARROW stands for Solar-Powered Acoustic and Remote Recording Observation Watch. It's the first project from the lab, which is part of Microsoft Philanthropies but separate from the company's product groups.

The project includes blueprints for a solar-powered device with advanced sensors, such as camera traps and acoustic monitors. Microsoft says this will enable SPARROW to operate autonomously with minimal environmental impact. Researchers will be able to reprogram the devices remotely, for example.

Microsoft says it will open-source all aspects of SPARROW, including software, hardware plans, and 3D-printable designs, so researchers, NGOs, and scientists can build, deploy, and adapt their SPARROW devices.

SPARROW uses onboard AI to filter data from sensors like cameras and acoustic monitors. Only essential data is transmitted via satellite, preserving the bandwidth and energy those transmissions consume.



"If this works, and I hope it will, and it gets adopted, it will change the way [scientists] work," said **Juan Lavista Ferres**, the chief scientist and director of the AI for Good Lab. "Suddenly, you will have all these sensors across the world, and they will be able to understand how the world is changing."
(cont.)



Juan M. Lavista Ferres, Director, Microsoft AI for Good Lab

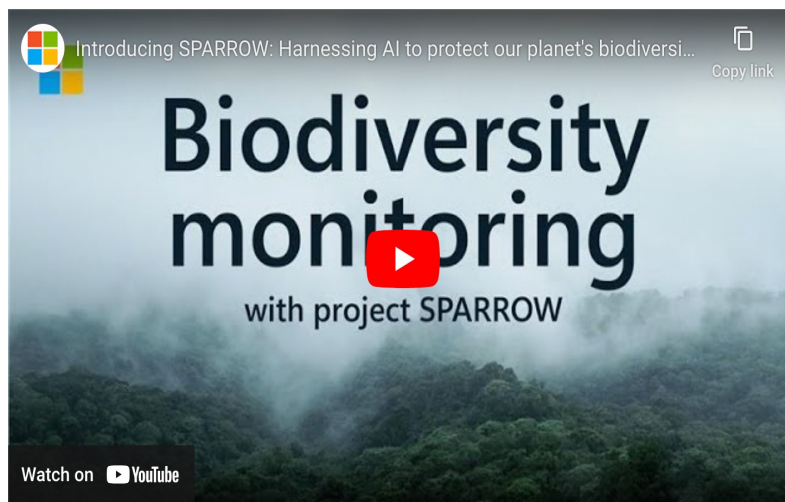
Microsoft AI for Good Lab (continued)



A prototype of the open-source SPARROW device, system, and solar array. (Microsoft Image)

“In addition to making the project open-source, he said, Microsoft will ensure that the data is owned by the participating researchers, not by the company. At the same time, Microsoft is encouraging researchers to share the data collected on SPARROW devices with others, and it’s offering to help them create and distribute open data sets.

He said the project is an outgrowth of more than five years of work between the AI for Good Lab and researchers who collect and analyze data about endangered wildlife and ecosystems worldwide. Previously, Microsoft was helping largely with the analysis, but it realized that the collection could also benefit from technology.” [\(GeekWire, 2024\)](#)



[Click to watch video](#)



Tree Canada

More information :
<https://treecanada.ca/>



Greening Communities

See how our programs are helping to grow better places to live in cities and towns from coast to coast.

LEARN MORE



Restoring & Growing Forests

Learn about our work to reforest areas in need through the National Greening Program.

REFORESTATION



Carbon Offsetting

Offset your carbon emissions and support improved forest management practices in the Great Bear Rainforest.

GROW CLEAN AIR

Benefits of Reforestation

Growing trees where forests have been degraded – or where there was no previous tree cover – provides multiple benefits to nature, from ecosystem stability to cleaner air, water and soil.



Carbon Sequestration

Trees absorb carbon dioxide as they grow, helping to fight climate change by removing and storing carbon from the air.



Wildlife Habitat

Restoring forest cover protects and enhances habitat for wildlife and increases biodiversity.

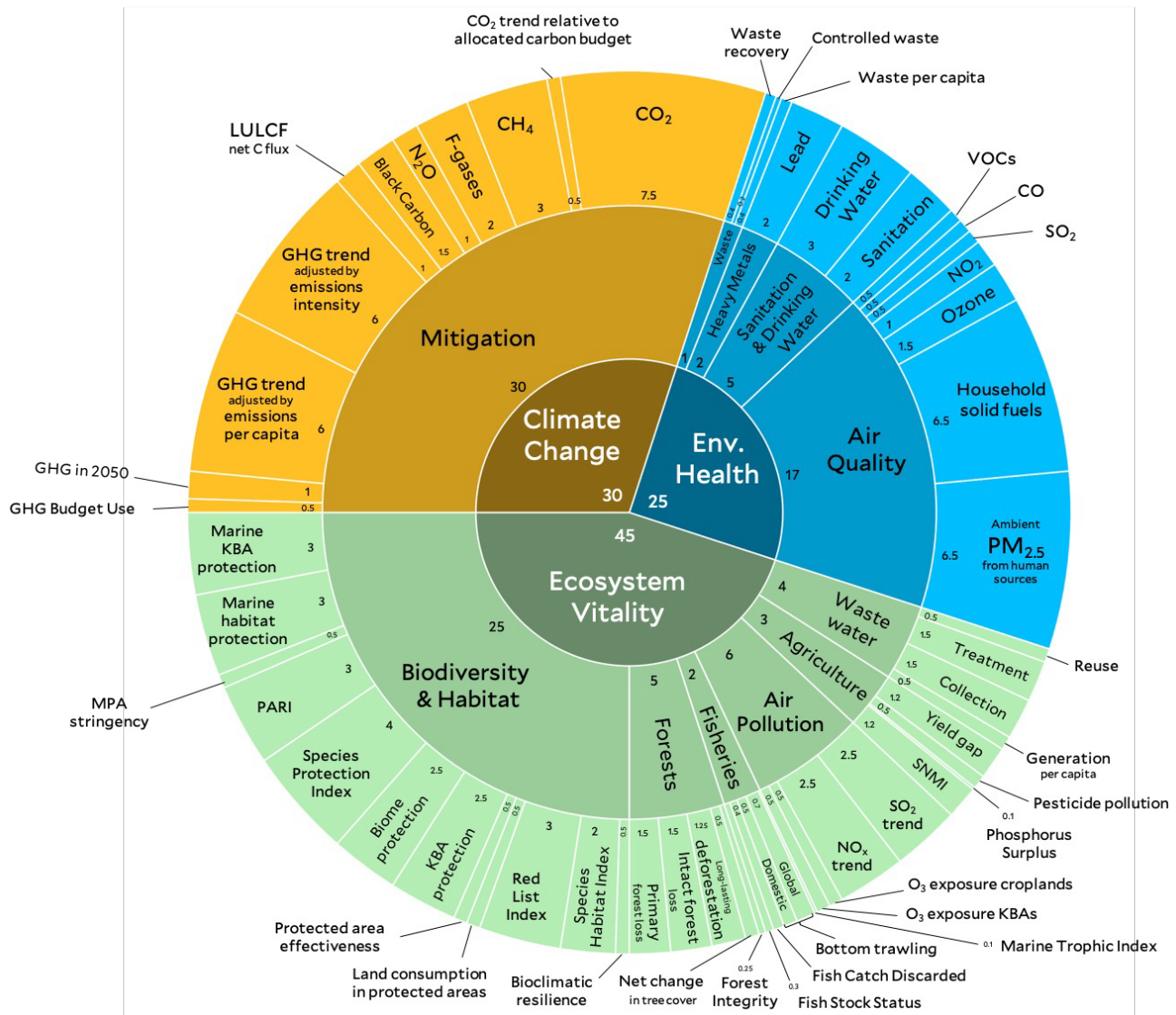


Clean Environment

Trees remove pollutants and toxins from the air, soil and groundwater and prevent soil erosion near waterways.

ENVIRONMENTAL PERFORMANCE INDEX (EPI)

Data-driven State of Sustainability around the world



The 2024 Environmental Performance Index (EPI) provides a data-driven sustainability summary worldwide. Using 58 performance indicators across 11 issue categories, the EPI ranks 180 countries on climate change performance, environmental health, and ecosystem vitality.

EPI indicators help spot problems, set targets, track trends, understand outcomes, and identify best policy practices. However, going beyond the aggregate scores and drilling into the data to analyze performance by issue category, policy objective, peer group, and country offers even greater value for policymakers. This granular view and comparative perspective can help them understand the determinants of environmental progress and refine their policy choices.

Source: [Yale Center for Environmental Law & Policy, 2025](#)

PROGRAMS

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SUSTAINABLE TRANSFORMATION

STARTS WITH CLEAN ENERGY

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WE BUILD, DESIGN, AND DEPLOY SOLAR-POWERED SOLUTIONS

TO DEVELOPING REGIONS THAT NEED THEM MOST



SOLAR WATER FARMS

Our solar-powered water desalination systems provide access to safe, affordable, reliable drinking water around the world.

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SOLAR IMPACT PROJECTS

We power infrastructure like schools, hospitals, food processing centers, conservation parks and more in developing regions that need help most.

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TREKS

We offer rare and deeply-cultural volunteering opportunities to help bring solar power to remote villages lacking access to electricity.

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GROUNDBREAKING, AWARD-WINNING TECHNOLOGY



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CHANGING
IDEAS AWARD

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WINNER
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WATER
AWARD

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To learn more about our Solar Water Farms, visit our FAQs

TOTAL LITERS OF CLEAN WATER DISTRIBUTED

330,670,963

Source: ([Give Power](#), 2025)

[Watch Video: https://youtu.be/TpYDuvn2JfY](https://youtu.be/TpYDuvn2JfY)



Permanent Carbon Capture

Carbon Negative, Climate Positive

Blue Planet technology combines waste carbon dioxide with calcium sourced from waste to manufacture synthetic limestone aggregate.

- CO₂ is safely and permanently stored in aggregate

- Process is Geomimetic®, meaning that it mimics the earth's natural process of creating carbonate rocks or limestone

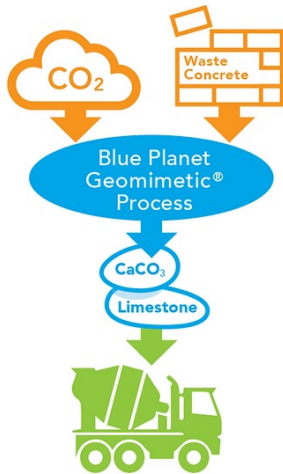
- The calcium source, referred to as Geomass, can be a range of materials:

- Demolished/Returned Concrete
- Cement Kiln Dust
- Steel Slag
- Fly Ash / APCr
- Bauxite Residue
- Silicate Rocks

. (Blueplanet., 2025)

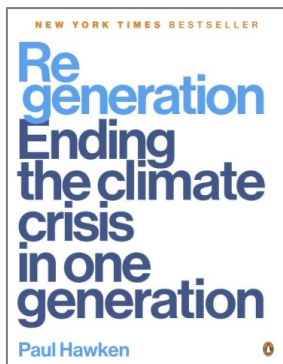
"The Tech Transforming Cities Into Permanent Carbon Sinks"

<https://www.blueplanetsystems.com/technology>



ReGeneration NEXUS

A team dedicated to creating the world's most comprehensive list of **Solutions and Challenges** that address the climate crisis and the regeneration of planetary ecosystems. Eliminating greenhouse gas emissions and bringing carbon back home from the atmosphere is crucial. But **Nexus goes beyond tallying carbon**. Solutions to the climate crisis include access to education, the restoration of human rights, honoring Indigenous ecological knowledge, social justice, gender equality, and ending political corruption and corporate malfeasance. Together, these changes encompass a profound, regenerative movement to restore life on Earth and bring humanity back into alignment with the living world. (ReGeneration, 2025)





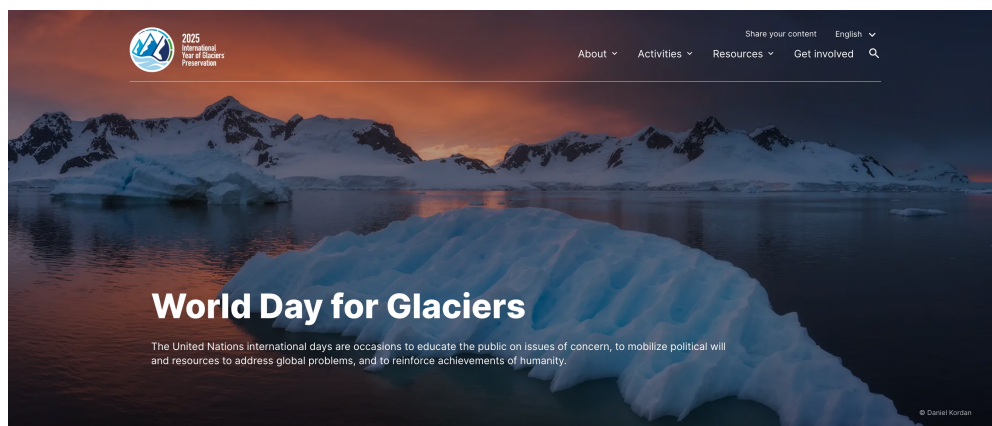
2025 International Year of Glaciers' Preservation

At the 36th UN-Water Meeting in 2022, UN-Water Members and Partners decided to align the World Water Day campaign theme with "Glaciers' preservation." Starting in 2025, March 21st of each year will be proclaimed the World Day for Glaciers.

World Day for Glaciers 2025

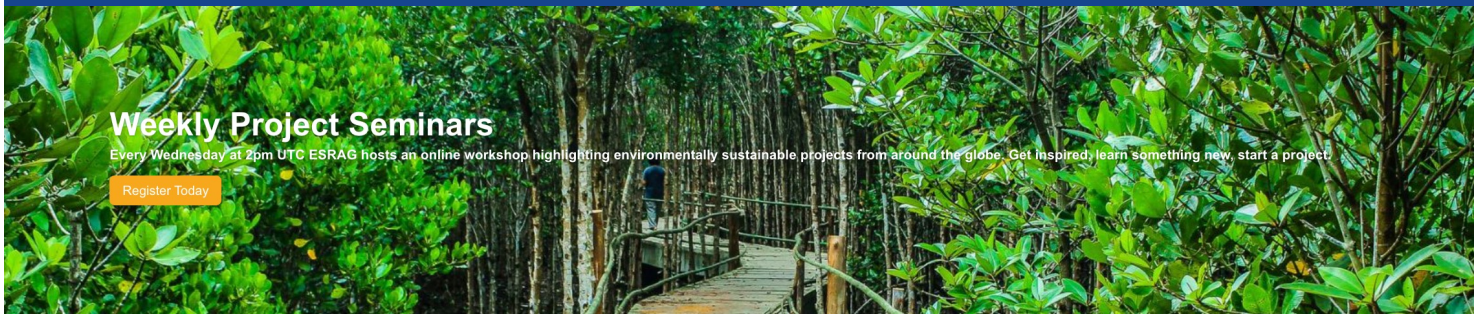
The first World Day for Glaciers and World Water Day will be celebrated at a high-level event in New York and Paris from March 20 to 21, 2025.

The 2025 global campaign for the World Day for Glaciers and World Water Day will highlight the various impacts of glacier changes on downstream communities and ecosystems and the urgent need for developing water-related adaptation strategies in areas affected by shrinking or disappearing glaciers, more transboundary cooperation and community engagement, alongside continued support for ambitious reductions in fossil fuel consumption. The campaign will also engage youth audiences and develop synergies with the Decade of Action for Cryospheric Sciences (2025-2034). ([UN Glaciers, 2025](#))



[Click to watch the video](#)

UPCOMING ESRAG EVENTS



ESRAG Seminar: Textile Stewardship and Legislation

Speaker: Joanne Brasch

Topic: circular textile economy

January 15th, 2025, at 2:00 pm (GMT +00.00) Greenwich Mean Time (Dublin)

ESRAG Seminar: Turning uncontaminated medical waste into shoes

Speaker: Delanie Bezuidenhout

Topic: Recycling

January 22nd, 2025, at 2:00 pm (GMT +00.00) Greenwich Mean Time (Dublin)

ESRAG Seminar: The work of the Ka'a Harmony Foundation

Speaker: Priscila Terenzi

January 29th, 2025, at 2:00 pm (GMT +00.00) Greenwich Mean Time (Dublin)

ESRAG Seminar: The Magic of Marine Turtles

Speaker: Christine Figgner

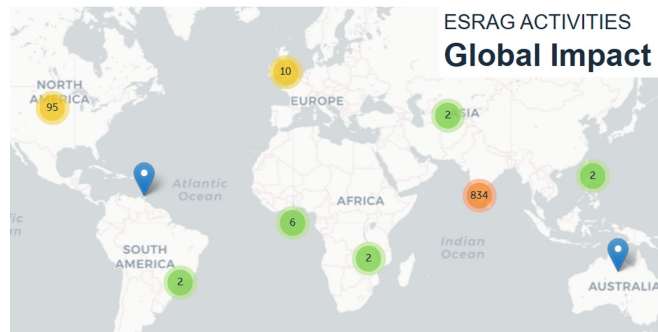
Topic: Marine conservation

February 5th, 2025, at 2:00 pm (GMT +00.00) Greenwich Mean Time (Dublin)

Free registration to the weekly seminars at:

<https://esrag.org>

ESRAG ACTIVITIES GLOBAL IMPACT



ESRAG Activity Tracker - [Submit a project](#)

Why showcase your work on ESRAG's Activity Tracker? It's simple and takes about 15- 20 minutes.

- ESRAG's landing page receives up to 18,500 views per month, showcasing the global reach of ESRAG members.
- The [Activity Tracker](#) connects you with others in your geographic or specialty area.
- Your actions inspire others to tackle the climate, biodiversity, and pollution crises.
- Together, we demonstrate the impact of our work on Rotary International.
- Metrics are essential for Rotary and granting organizations to support future initiatives.

What can you list? Share your club's impactful projects, such as:

- Pollinator Pledge, Pledge to Veg, or Climate Solution activities.
- Environment Club or Eco-Action Club membership & key activities.
- [Project Drawdown](#)-aligned activities like educating girls, reducing food waste, or supporting the circular economy.
- "Greening" events like fundraisers or socials.
- How does your club or district support green investments or the green economy?
- Local, district, or global projects in RI's environment area of focus.

ESRAG Impactful Project Prizes

ESRAG Impactful Project Prizes is a platform to showcase your groundbreaking environmental projects.

Rotary and Rotaract members who are part of ESRAG are eligible to submit their projects.

This is your opportunity to gain recognition for your impactful contributions to environmental sustainability, inspire others with your innovative ideas, and win funding to expand your project's reach and impact.

The prizes include five awards of \$1,000 for the best Rotary Club projects and six awards of \$500 for outstanding Rotaractor projects. Submissions will be evaluated based on their focus on impact, sustainability, and creativity.

Applications are open from December 1, 2024, to **January 31, 2025**. For any queries or additional information, please get in touch with projects@esrag.org.

Submit your project and join us in celebrating innovation, sustainability, and impactful change. Together, let's lead the way in Rotary's environmental mission.



ESRAG Podcast

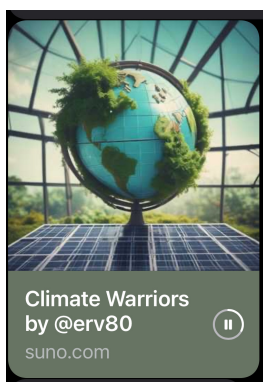
Listen to **ESRAG podcast** with special guest Karen Kendrick-Hands sharing her journey and insights into ESRAG's focus areas, including the future developments. Available [HERE](#).

Upcoming Schedule: Press on the date to register.

- [15 January](#), Textile Stewardship and Legislation
- [22 January](#), Turning uncontaminated healthcare waste into shoes
- [29 January](#), A Climate Hero: providing ways to help support climate action at the level of local government....in Texas
- [5 February](#), The Magic of Marine Turtles

Past Recordings can be found [HERE](#) or at [ESRAG.org](https://www.esrag.org) by "Work Theme"

- 20 November, Luca Marchesi, [What is the Eco-Clubs Network?](#)
- 4 December, Jeni Padua, [Say NO to Plastics! Innovative Alternatives for a Greener World](#)
- 11 December, Amelie Catheline, Tami Mulcahy, Dawn Byford, [Circular Economy FUN for the Holidays!](#)
- 18 December, Carrie Golden, Claudia Urbano, [Get your Club and District involved with Rotary International partnerships](#)



Rotary "Climate Warriors" Song

- **Song Title:** "Climate Warriors"
- **Artist:** Matt DeSmet (featuring AI elements from Suno.com)
- **Lyrics:** Erv DeSmet
- **Music:** Matt DeSmet with AI composition by Suno.com
- **Play:** <https://suno.com/song/06e0fe0b-b2e4-40b0-a2d2-ee8c5c9e77ce>



Green Events Handbook

This handbook has been created by the Environmental Sustainability Rotary Action Group (ESRAG) between 2020-2023 with the support of our members. Its purpose is to educate and inspire Rotary members and friends around the world to take club action to reduce the environmental footprint of their events. The handbook includes a selection of activities that your Rotary club can do to be more sustainable.

[GET HANDBOOK](#)

GET INVOLVED

ESRAG Western North America

The Environmental Sustainability Rotary Action Group (ESRAG) assists Rotary clubs, districts, and multi-districts in planning, implementing, and evaluating service projects, building awareness, and inspiring action. These projects promote environmental sustainability, awareness of climate change, and actions to reduce greenhouse gas emissions and mitigate climate disruption.

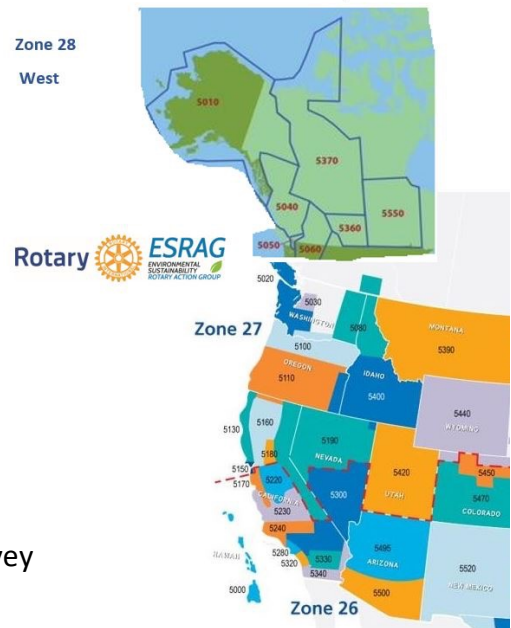
ESRAG promotes educational resources, initiates dialogue about environmental sustainability, and uses best practices in models and assessments for projects and daily choices. The ESRAG Big West chapter includes 36 Rotary Districts in Zones 26, 27, and 28.

We appreciate your FEEDBACK

Please click to complete the 3-minute ESRAG Engagement Survey

<https://forms.gle/7gNybRYjJqbTtdQ36>

ESRAG Western North America Regional Chapter
with 36 Rotary Districts in Zones 26, 27, 28 |



Join the Environmental Sustainability Rotary Action Group (ESRAG)

ESRAG welcomes Rotarians, non-Rotarians and Rotaracts to join and work with us to protect the environment and take ACTION! Please share the membership page link at: <https://www.esrag.org/join>

VISIT and LIKE ESRAG Big West social media and share with your friends!



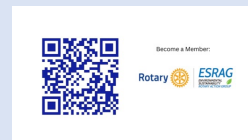
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To join the [Environmental Sustainability Rotary Action Group \(ESRAG\)](#):

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