



# Rotary and Our Environment

## Ensuring Sustainability

Scott McLaughlin, RI PDG, D-5630



**SERVE TO CHANGE LIVES**





**Paul P. Harris**

Rotary started with the vision of one man — A Chicago attorney who formed the 1<sup>st</sup> Rotary Club in Chicago.

**Rotary**







# In the Beginning...

*“ ... I was sure that there must be many other young men who had come from farms and small villages to establish themselves in Chicago. ... Why not bring them together?”*

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Gustavus Loehr  
Silvester Schiele  
Hiram E. Shorey  
Paul P. Harris

February 23, 1905

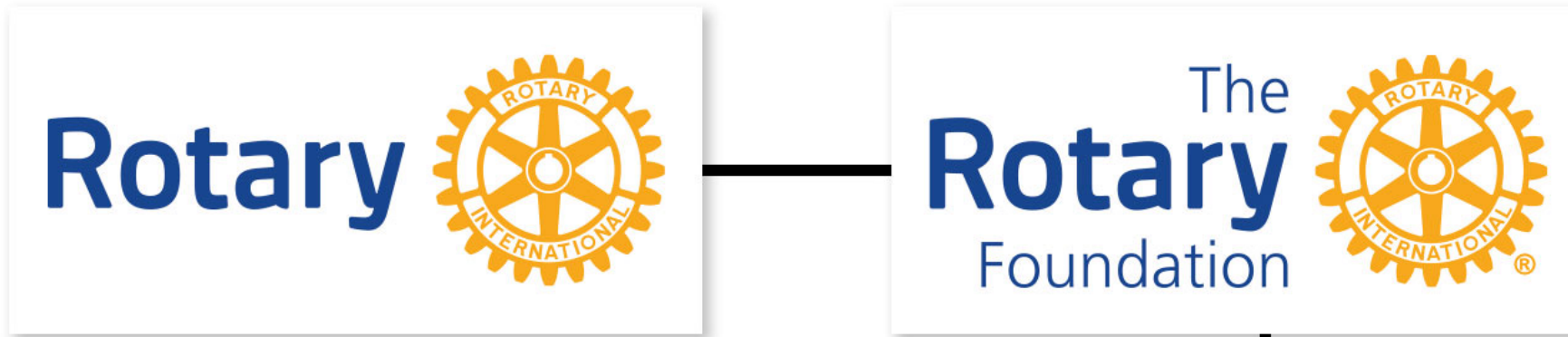






Today, **Rotary** is a  
global network of  
**1.4 MILLION**  
neighbors, friends,  
leaders, and  
problem-solvers.



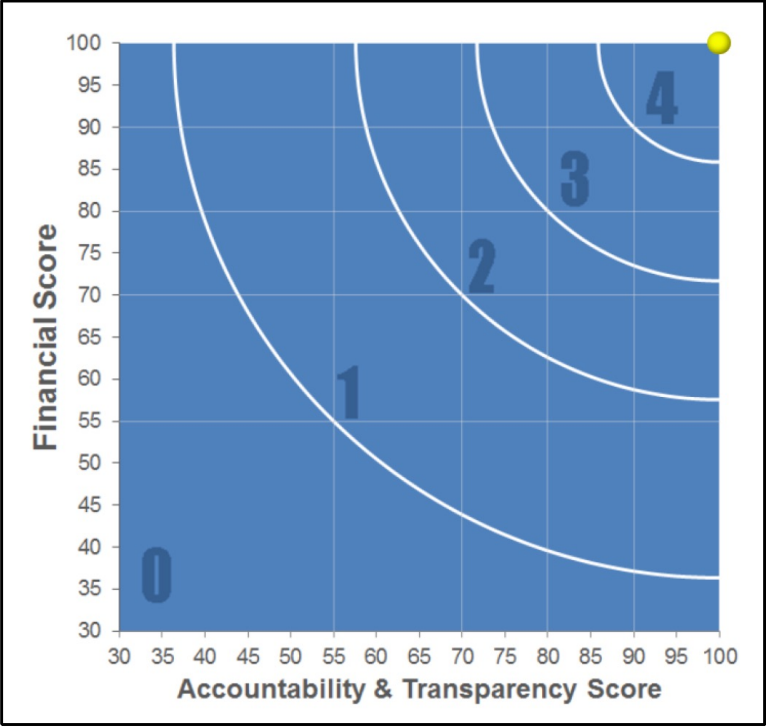


Multiple Funds working toward a common goal



**PERFECT 100**  
In Years 2014, 2016, 2018

	Score (out of 100)	Rating
<b>Overall Score &amp; Rating</b>	99.40	★★★★★
Financial	99.16	★★★★
Accountability & Transparency	100.00	★★★★



### 10 of the Best Charities Everyone's Heard Of

Rank	Charity	Overall Score
1	Direct Relief	100.00
2	Enterprise Community Partners, Inc.	100.00
3	MAP International	100.00
4	Ronald McDonald House Charities, Inc.	100.00
5	Matthew 25: Ministries	100.00
6	The Rotary Foundation of Rotary International	99.40
7	Vitamin Angels	98.23
8	World Resources Institute	98.23
9	Americares	97.87
10	Feeding America	97.87

16 Consecutive Years Running

**\$154,052,411**

Spent in FY 2020: PolioPlus

**\$154,004,408**

Spent in FY 2020: Rotary Grants

The  
**Rotary**  
Foundation



BILL &  
MELINDA  
GATES  
*foundation*



**World Health  
Organization**



# Rotary



**RI President 1990-91: Paulo V.C. Costa, Brazil**

"Rotarians are all citizens of the world, and must take the lead in facing the greatest challenge in human history, the survival of our planet."

Developed Rotary International's  
"Preserve Planet Earth" Program





# Five Original Goals of PRESERVE PLANET EARTH

1. **Promote** greater **environmental awareness** locally, nationally and globally
2. **Increase** the number and diversity of **environmental service projects**



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# Five Original Goals of PRESERVE PLANET EARTH

3. Incorporate environmental components in all Rotary service to ensure sustainable development
4. Develop worldwide the image of Rotary clubs as environmental advocates



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# Five Original Goals of PRESERVE PLANET EARTH

5. **Identify** reputable **environmental groups** for effective **partnerships**



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# Ian Riseley, Australia

RI President 2017-18



**ROTARY:  
MAKING A  
DIFFERENCE**



*“ We have finally caught up to Costa’s vision,  
This is an exciting moment in Rotary history.”*

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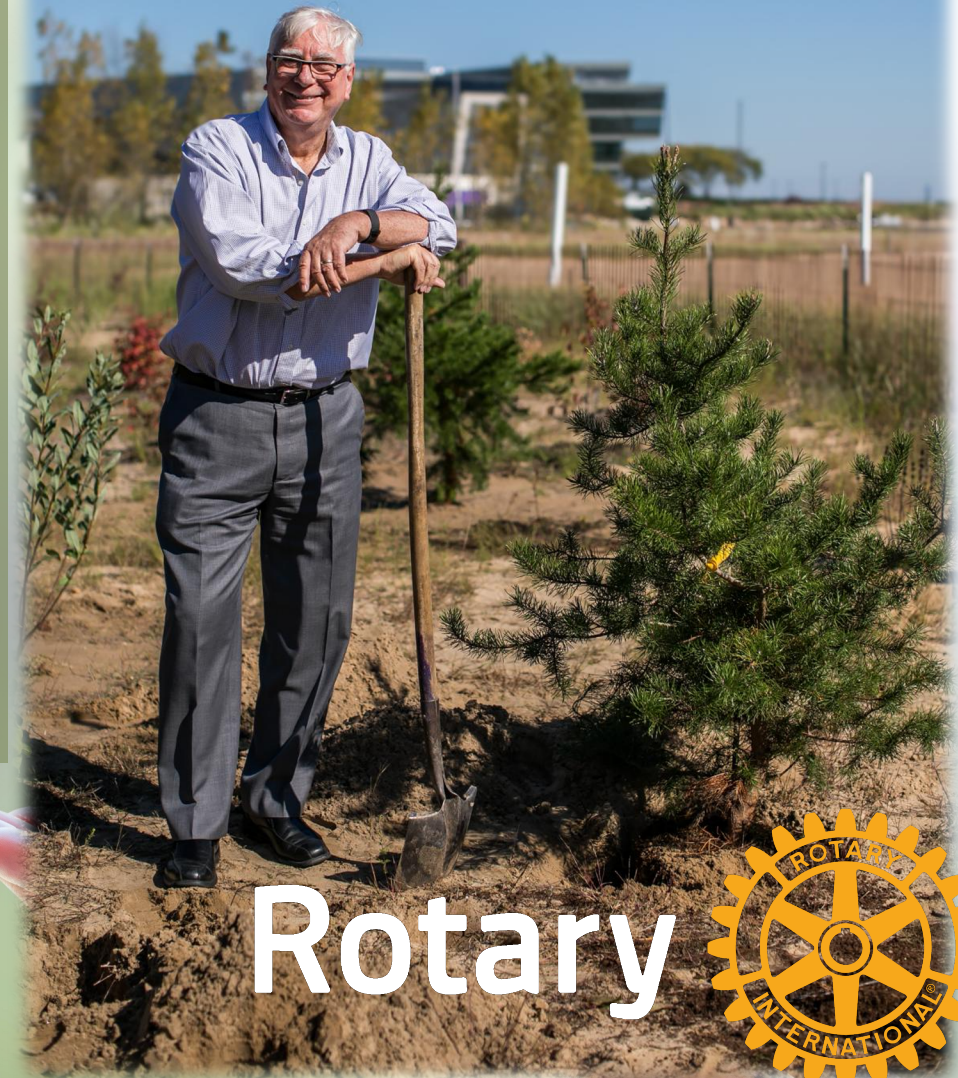


# Ian Riseley, Australia

RI President 2017-18

*"There is another aspect of sustainability that underpins all ... which we can no longer put aside as not our responsibility. That is sustainability of our planet ..."*

RIPE Ian Riseley's Theme Address to the 2017  
International Assembly



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# Environmental Sustainability Tree Planting Challenge

President Ian Riseley challenged all 1.3 million Rotarians to plant a tree.

At least 4.7 million trees were planted, likely many more.

Documented ESRAG 2017-18



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*"With sea levels projected to rise two meters by 2100, "my country is going to be gone in 50 years, along with most of the islands in the Caribbean."*



**Barry Rassin, Bahamas**

RI President 2018-19

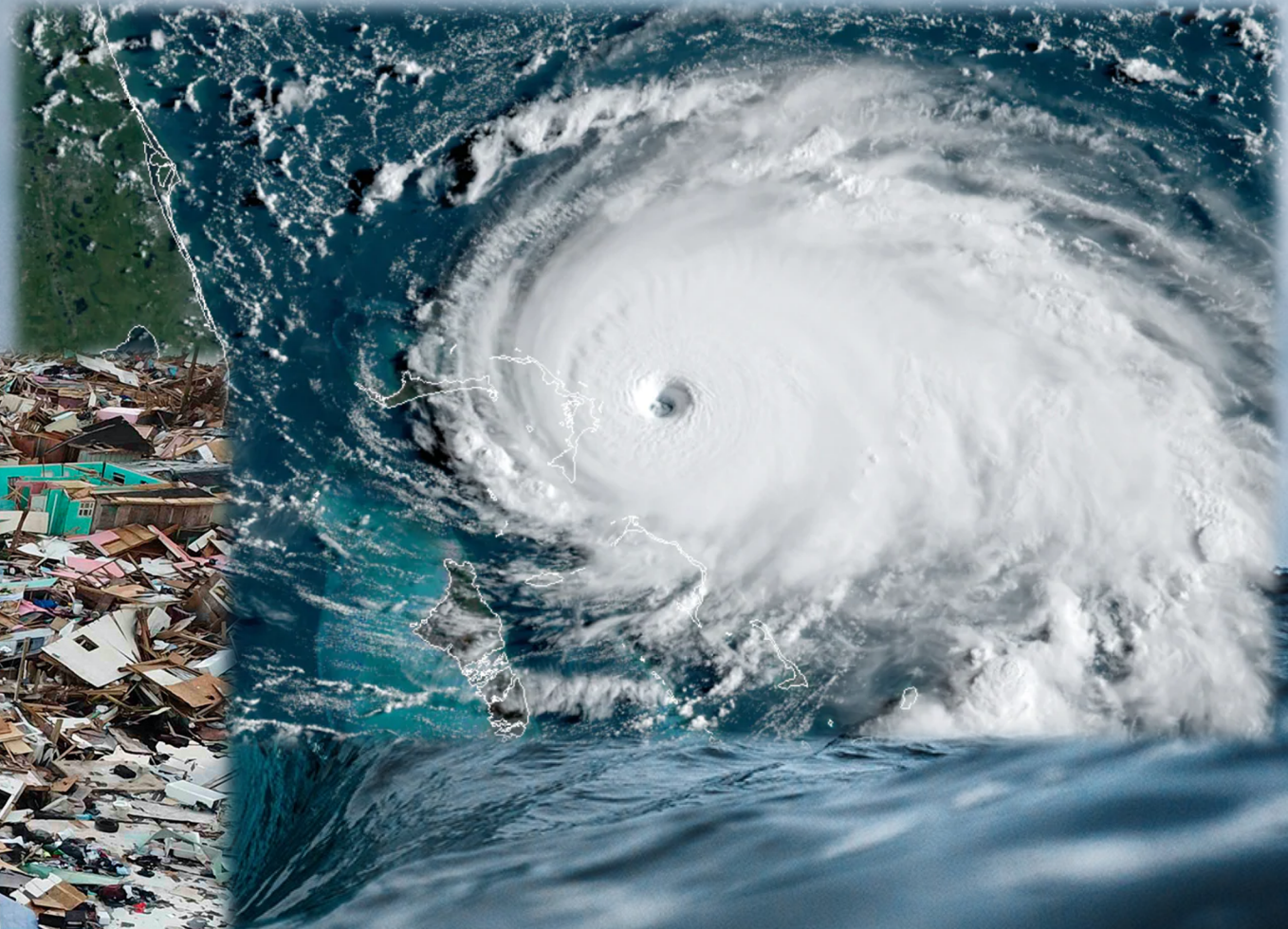
RIPE Barry Rassin's Theme Address to the 2018 International Assembly

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# Category 5 Hurricane Dorian



Bahamas, September 1, 2019

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**Mark Maloney, USA**

RI President 2019-20

"We increasingly need to recognize the environment's elemental role in creating truly sustainable and lasting change."

RIPE Mark Maloney's Theme Address to  
the 2019 International Assembly

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ESRAG & World Environment Day  
A Handbook for Rotary Clubs

By helping to protect  
our natural world,  
we **support** all of our  
areas of focus

And take action  
to create positive,  
lasting change  
across the globe,  
in our communities,  
and in ourselves.

<https://esrag.org/esrag-unep-handbook>

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**ESRAG**  
ENVIRONMENTAL  
SUSTAINABILITY  
ROTARY ACTION GROUP



**ESRAG**  
ENVIRONMENTAL  
SUSTAINABILITY  
ROTARIAN ACTION GROUP



**WORLD  
ENVIRONMENT  
DAY**

**UN**  
environment

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*“The environment sustains all life on Earth and Rotary cannot effectively or sustainably serve humanity if Rotary does not focus on supporting the wellbeing of planet Earth.”*

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**ESRAG**

ENVIRONMENTAL  
SUSTAINABILITY  
ROTARY ACTION GROUP



ESRAG's Position Paper on adding  
Environment as a Rotary Area of Focus

January 2020



# Peacebuilding and Conflict Prevention



*“Water wars and climate refugees will make achieving peace and conflict resolution more complicated.”*

Karen Kendrick-Hands, Rotary ESRAG

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# Disease Prevention & Treatment



*“Health is affected when insects carrying diseases expand their geographic range due to changing climate patterns.”*

Karen Kendrick-Hands, Rotary ESRAG

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# Water, Sanitation & Hygiene



*"It's a lot harder to supply clean water to people if your watershed is compromised, if your river is full of waste."*

Karen Kendrick-Hands, Rotary ESRAG

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# Maternal & Child Health

Standard needs assessments for maternal and child health programs often overlook the full range of influences affecting health in-utero and early childhood.

Int J Environ Res Public Health . 2020 Dec  
10;17(24):9224. doi: 10.3390/ijerph17249224.



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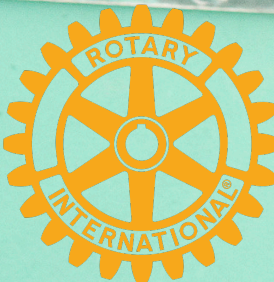
# Basic Education & Literacy



*"Learning is a challenge when  
kids are sick because the  
school well is contaminated."*

Karen Kendrick-Hands, Rotary ESRAG

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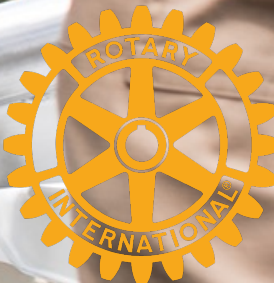


# Community Economic Development

Economic development is slowed when there's not adequate energy. A service to the world would be done by using wind or solar generation.



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# Cleaner, more efficient cook stoves

Less smoke – less fuel – improved health – avert deforestation



The residential sector is by far the biggest contributor to black carbon emissions due to high use of inefficient biomass burning cookstoves.

*Source: Global Alliance for Clean Cookstoves*

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# Solar power in Schools

Provide clean sustainable solar powered electricity



*Source: July 2016 GG1636707*

Provide solar power to eight schools in Uganda. Although very beneficial, solar installations not allowed for education Area of Focus

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# Supporting Education that supports Conservation



*Source: GG1981800 Kenya / California*

While a very worthwhile project, Peacebuilding Conflict Prevention did not allow for wildlife conservation or animal/human conflict.

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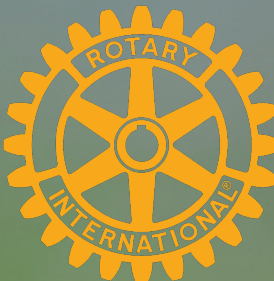


# Discouraged by rejection

*"Over the course of 10 years I have thought a great deal and had a desire to pursue large environmental projects but [due to possibility of rejection] never did so."*

*Steve Solbrack, Founder Twin Cities Eco-Club*

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# Supporting the Environment becomes a NEW Area of Focus



*"I believe strongly that our  
Rotary Foundation programs now have a  
valuable added dimension to our efforts."*

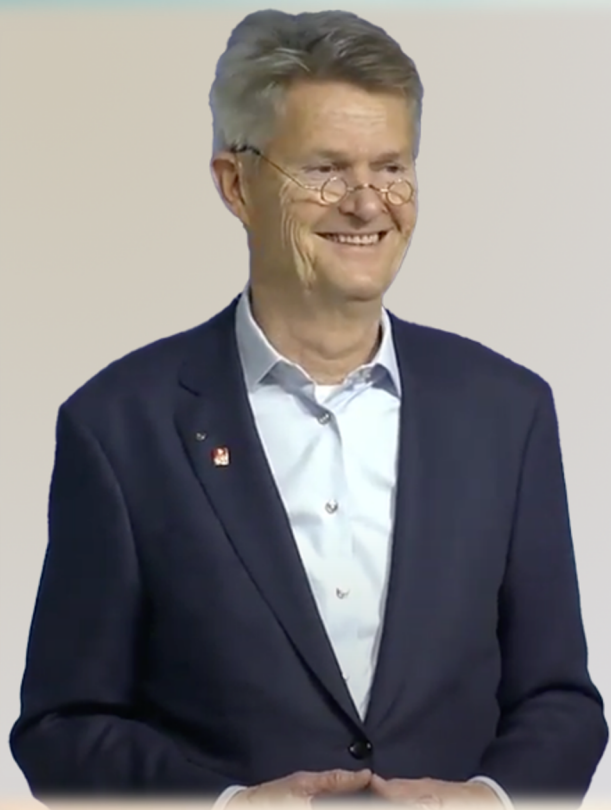
RI President Mark Maloney



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*"Our last three presidents made a strong case for our environment. ... We are building environmental protection and sustainability into our projects, but **NOW** we make these issues a priority."*

# Holger Knaack, Germany

RI President 2020-21

RIPE Holger Knaack's Theme Address to the 2020 International Assembly

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# Environment ranks high in Rotary

Ideal Organization's Causes	Rotarian	Rotaractor	Alumni
Basic education and literacy	48%	50%	43%
Economic and community development	37%	34%	27%
Water and sanitation	33%	17%	20%
Hunger and food scarcity	24%	27%	22%
<b>Environment</b>	<b>23%</b>	<b>32%</b>	<b>29%</b>
Disease prevention and treatment	23%	23%	20%
Peace and conflict prevention/resolution	22%	25%	30%
Polio Eradication	22%	9%	7%
Human Rights	14%	23%	28%
Disaster Relief	14%	14%	11%
Maternal and child health	10%	11%	11%
Women's empowerment	8%	13%	16%
Refugee crisis	5%	6%	14%
Human Trafficking	5%	6%	9%

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<https://my.rotary.org/en//document/strategic-plan-survey-results-2017>



TO **INSPIRE** AND **EDUCATE**  
PEOPLE TO TAKE ACTION  
EVERY DAY TO **IMPROVE**  
AND **BEAUTIFY** THEIR  
COMMUNITY **ENVIRONMENT**



KEEP AMERICA  
**BEAUTIFUL**

Rotary







**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

Rotary 



*“ Our planet is in a climate emergency and Rotary is in a membership emergency. Take it from a 29-year old Governor-to-be – the next generation will continue to avoid SERVICE if Environmental Sustainability is not in our purview.”*

Nathan Thomas  
District Governor 2022-23, D-7710  
RC Raleigh Midtown, NC, USA





# WE CAN DO THIS. CAN WE DO IT TOGETHER?



*“Whatever Rotary may mean to us,  
to the world it will be known by the  
results it achieves.”*

Paul P. Harris

**SERVE TO CHANGE LIVES**





# THANK YOU!



# Scott McLaughlin

## Kearney Dawn Rotary Club

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- Assistant Rotary Public Image Coordinator
- District Governor 2019-20
- District Rotary Foundation Chair 2020-21, 2016-19
- President, Kearney Dawn Rotary 2005-06
- Major Donor, Paul Harris Society ,The Rotary Foundation Benefactor

