



Green Fatigue

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The Accomplishments!!!

- Smithfield Packaged Meats – Zero waste to landfill achieved in 2019!
- John Deere Turf Care – Maintain recycling rate \geq 95% 2019!
- Firestone Fibers & Textiles Company – Zero waste to landfill
- Santa Fe Natural Tobacco – Zero waste to landfill
- Grifols Therapeutics – Expanded wildlife habitat area!!
- Stanley Black & Decker – Kannapolis Dist. Ctr. – Water use down 50% in 2019 vs. 2019
- Corning – Wilmington Optical Fiber Facility – Hazardous Waste reduction of 25% in 2019 since 2012













In the Beginning it was so Shiny & New

- Program start was in 2000
- Benchmark year was 2010
- Started in one section – Horticulture
- Has expanded to 7 sections – Zoo Wide!
- Over 300 documents in the beginning – now down to 150 documents

Documents, Documents and more Documents

- Compliance Obligations
 - Environmental Obligations
 - Key Characteristics in Monitoring and Measuring
 - Environmental Aspects and Impacts
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- CPARS
 - Competence Forms
 - Document Control Matrix
 - Management Review Progress Summary Report

The Exhaustion

We are all in this together, right??

The Exhaustion –You & Me

- Feeling like the entire responsibility of saving the earth is on your shoulders
- Made to feel that some approaches to sustainability is pointless
- Sustainability/Green practices and politics - ???
- How much money do we have to spend to make it green again??
- “I didn’t cause this... so why do I have to fix it??”

The Exhaustion – You & Me

- ECO-ANXIETY is “a chronic fear of environmental doom” per American Psychological Association.
- ECO-FATIGUE is a feeling that the planet is too far gone.
- LEARNED HELPLESSNESS is a state of mind that occurs after a person has experienced a stressful situation repeatedly.
- Your money – plate – best - yourself

The Why

- Who I am
- Who cares
- What it means to me
- Why I do what I do

















Questions

*The North Carolina Zoo protects
wildlife and wild places and inspires people
to join us in conserving the natural world.*

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