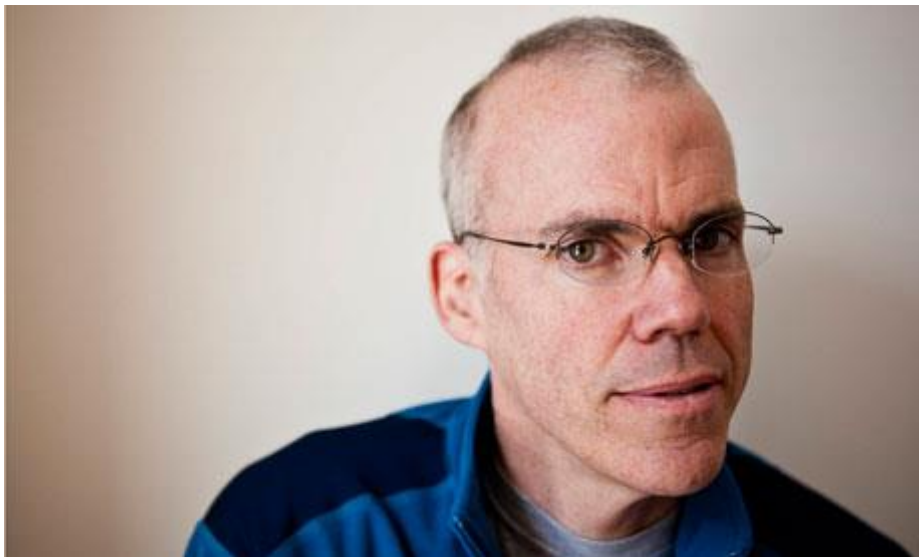


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## Day 26: Greener Challenge

The story of William Ernest McKibben starts in Palo Alto, California. As an environmental activist, McKibben is considered to be the world's best green journalist. Some of his works consists on twelve books about the environment, and a countless number of articles and publications that have educated millions of readers about climate change issues. The passion with which McKibben defends his ideas has led him to the foundation of 350.org, an international climate campaign that works in 188 countries around the world with the purpose of eliminating the use of fossil fuels, building a zero-carbon economy, and pressuring governments into limiting emissions. Aside from this, McKibben has been known for his civil disobedience, leading to his arrest on multiple times, with the most notable one happening in Washington D.C. while fighting the Keystone XL pipeline.

### **Bill McKibben**



The reason I was drawn to Bill McKibben was his passion for effecting change. He is the kind of person that will scream the loudest and pick up the most attention while in a protest, and what I find incredible about him is that despite getting in trouble with the law multiple times, this does not make him stop at all. If anything, it fuels his hunger to call out governments in what they are doing that goes against our planet and, by consequence, against our people. What resonates with me from his experience is the determination with which he leads his life. All the articles and books he has written have been with the same purpose, to educate people into what we are doing, how we are killing our planet, and what we should do to stop. A lifetime of a professional career fighting on with the same purpose and the same goal.

If I was to meet Bill McKibben, I would tell him that his determination to stop climate change has inspired me to change my daily behaviors, to tell others what they are really doing when they do not notice that they are also contributing to the damnation of our planet, and to put the same courage and determination into every goal I set for myself and my society.

Questions I would ask Bill McKibben:

- What are some of the changes you have seen in the American society reacting to climate change compared to ten years ago? Is there a way you have become aware that it is easier to get to the public regardless of where they come from?
- What are some of the aspects that you would change in our governmental structures to enable the people to enact change faster than it has happened thus far?
- If you were to do it all again, if any, what are some of the things that you would have changed to get your message out? Do you think people could have started preoccupying about climate change years before they realized the impacts we have on our planet?
- How would you recommend a young, green entrepreneur to get his message around, to create a company that focuses on being beneficial to both society and the environment?