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**Rotary’s 7th Area of Focus – SUPPORT THE ENVIRONMENT**

**What District 7430 is doing**

Rotary clubs have been involved in environmental projects for decades. Many clubs around the world have been performing all sorts of environmental projects in their local communities.

So what’s new? Recently, Rotary International decided to formalize the environment as a focus area.

In June 2020, the Rotary Foundation Trustees and the Rotary International Board of Directors voted unanimously to approve Rotary’s 7th Area of Focus - SUPPORT THE ENVIRONMENT. Caring for our environment presents a very exciting challenge for clubs to tackle on a local, regional, national, and international level.

District 7430 is fully committed to Rotary’s 7th Area of Focus. The District has a team of Rotarians and non-Rotary subject matter experts dedicated to helping clubs with environmental projects. The team was formed in September 2021. Over a period of months they brainstormed ideas, developed a mission statement and purpose, and put together a plan to help District clubs.

**The District Team’s aim is to develop greater awareness of environmental issues, and educate and inspire Rotarians, Interactors, and others to effect positive change.**

The Team developed a **Comprehensive List of Resources** to help clubs find partners and other organizations that could help with education and planning of projects. The list can be found on the District website.They also developed a slide show for **Club Presentations** – Members of the team are available to do presentations at club meetings.

The Team also assigned **Area Environmental Sustainability Coordinators** for each of the District’s Areas. We still are looking for people to take on the role of Area Coordinator for Areas 5 and 9. The Area Coordinators are similar to the Area Foundation Coordinators in that they work with clubs to plan and implement projects .The team is encouraging clubs to have an **environmental lead person** who will oversee and facilitate environmental projects and will be the person with whom the Area Coordinator will interact.

The Team has asked all District clubs to plan an environmental project for the **Rotary Day of Service** on April 30. The team provided clubs with specific information on four types of projects:

* Environmental Cleanup Projects – highways, streams, trails, parks
* Pollinator Projects – pollinator gardens and bee boxes
* Tree Planting Projects
* Streams and Waterways Projects – riparian buffers and water quality monitoring

As of April 1, 39 District clubs will be doing an environmental project on April 30 or some other time this Spring.

**What’s Next?** The Environmental Sustainability Team has started planning for how to best serve the District clubs in Rotary Year

2022-23.

**Rotary District 7430 Environmental Sustainability Team**

**MISSION STATEMENT**

The mission of the Environmental Sustainability Team is to develop greater awareness of environmental issues, and to educate and inspire Rotarians, Rotaractors, Interactors and others to effect positive change in themselves and their communities about the environment. We support and implement projects that mitigate or reduce the impacts of environmental pollution and degradation, and help to reduce the negative effects of climate change.

**PURPOSE**

The Environmental Sustainability Team’s purpose is to provide awareness of environmental sustainability solutions to restore ecosystems and contribute to a healthy environment. The Team supports Clubs in identifying and planning new environmental sustainability projects and enhancing existing ones in their local communities and globally by working with other Rotary clubs and partners that share this vision. The team carries out its mission by providing information, providing inspiration, and providing resources.

Clubs are invited to contact:

Terry Reed, Chair

District 7430 Environmental Sustainability Team

[terry.reed731@gmail.com](mailto:terry.reed731@gmail.com) ,610-743-0818