

Sustainable Living

April 2025 | www.impactingourfuture.com

An independent supplement by Mediaplanet to LA Times

“The environment really shouldn’t be a political issue. This is the air that we breathe, the planet that we live on...”

Kevin Bacon, Golden Globe Award-Winning Actor and Philanthropist

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“Community is the heartbeat beneath every lasting climate solution, dissolving the illusion that we ever stood alone.”

Evan Hynes, CEO and Co-Founder, Climatebase

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SHAILENE WOODLEY

The actress and advocate talks about the critical role of community in combatting climate change.

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How Tony Robbins Is Investing in a More Sustainable Future

Best-selling author and life and business strategist Tony Robbins has long invested in sustainable solutions like renewable energy and food equity. Now, he's sharing his sustainability tips with other entrepreneurs.

How can business leaders benefit from keeping sustainability top of mind as they invest in and develop new businesses?

Sustainability is not just about responsibility — it is about building something that lasts. If you are in business, you are in it for impact, for growth, and for legacy. The businesses that prioritize sustainability today are the ones that are going to thrive tomorrow.

One of the biggest mistakes I see entrepreneurs make is confusing growth with scaling. Growth is adding revenue — but also adding cost at the same rate. That is not sustainable. Scaling is different. Scaling means you grow in a way that creates more value while keeping costs under control. When you scale the right way, sustainability is not an afterthought; it is built into the core of your business.

I saw this firsthand when I founded the 100 Billion Meals Challenge, an organization with the goal of providing 100 billion meals over 10 years. We did not just say, “Let’s hand out food.” We asked, “How do we create a system that solves hunger long-term?” That is why we partnered with business leaders, food producers, and global organizations — because collaboration scales impact. It has worked. In just under two years, we’ve provided 30 million meals, setting us on a trajectory to exceed our goals.

If you are building a business, don’t just chase short-term wins. Think bigger. Build something that is scalable, sustainable, and makes an impact that lasts for generations.

What advice do you have for leaders looking to drive a positive environmental impact in their businesses who are facing financial and political roadblocks?

Challenges are part of business. Whether it is financial pushback, political obstacles, or market resistance, you have to find

a way forward. That is what separates leaders from followers.

If you are facing resistance in your business, you have to:

1. Align with the right partners: Find others who share your vision and scale impact together.

2. Prove sustainability is good business: When you show it drives profits, investors and customers follow.

3. Innovate your way past obstacles: When Patagonia decided in the 1980s that its mission was “to save our home planet,” it faced deep skepticism from the business community. However, the company ignored the critics, built one of the first cause-based businesses, and forced the world to take notice. That is the mindset you need to create lasting change.

You’ve said before that “the secret to living is giving.” Can you share more about what that means to you and how individuals can integrate altruism into their everyday mindset?

There is no greater fulfillment than giving. I learned this firsthand when I was young. My family was struggling — we had no money and no food. Then, one Thanksgiving, a stranger knocked on our door with a basket full of food. It changed my life.

When the Los Angeles wildfires devastated communities, I didn’t just want to donate — I wanted to make sure families had what they needed to heal. That is why we funded housing relief through Airbnb.org and mental health tools like NuCalm and Tapping Solution memberships — because true giving is not just about money, it’s about helping people rebuild their lives.

Being more sustainable comes down to building habits. What advice would



Tony Robbins | Photo by Navid

you give to people looking to integrate sustainable practices into their lives so often that it becomes second nature?

Motivation does not create habits — action does. The key to making sustainability second nature is consistency, clarity, and simplicity.

1. Get focused: Define why sustainability matters to you. A vague goal won’t stick, but a clear, compelling reason, like protecting your children’s future or reducing waste, fuels lasting change.

2. Set yourself up for success: Make sustainable choices easy. Remove barriers. Keep reusable bags in your car, set up a recycling station, and

switch to energy-efficient appliances. Reward progress so your brain links sustainability with positive reinforcement.

3. Take action and reframe challenges: Stop waiting for perfect conditions. Start small and stay consistent. Shift your mindset from “I’m trying to be sustainable” to “I am someone who makes sustainable choices.”

Sustainability is not about doing everything at once; it’s about making better choices daily. Small actions, done consistently, create massive impact over time.

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Actor Kevin Bacon Makes Environmentally Friendly Changes in His Home and Life

Actor Kevin Bacon is a climate activist who has chosen solar energy for his house and now drives electric vehicles.



This Earth Day, actor Kevin Bacon is bringing awareness to the climate crisis by talking about the environmentally friendly changes he has made in his life.

It all started years ago when his wife, Kyra Sedgwick, became concerned about global warming. She started reading up on the issue, and was especially interested in spotted owls, an endangered species. It inspired her to take action and to educate Bacon.

“She was way ahead of the pack — being concerned about global warming,” Bacon said. “My involvement came from her involvement.”

Bacon and Sedgwick have since become climate activists, hoping to inspire people to make changes in their everyday lives to reduce the impact of the climate crisis.

“We need to make personal choices,” Bacon said. “This is now.”

Sustainable homeowners

In 2014, Bacon installed solar power and geothermal cooling at his family farm in Connecticut.

Geothermal cooling is an environmentally friendly process that uses the earth’s natural temperature to regulate the temperature of your home. A network of pipes pulls the heat from a house during the summer and traps

it in the ground. During the winter, the pipes push that warmer ground temperature back into the house.

The system uses no oil, less energy, and reduces costs for homeowners.

After Bacon switched to clean energy, his electric company was confused. They were worried there was no oil in the house’s tank, but Bacon educated them on the sustainable choice he made for his home.

Making these sustainable choices isn’t just a celebrity trend, either. Homeowners around the country are turning to clean energy to power their homes.

Wind and solar energy, for example, are the fastest-growing energy sources in the United States. Additionally, 4.2 million single-family homes in the United States now have solar panels to help reduce energy costs.

Homeowners don’t have to install large systems like Bacon’s, though. Small changes can go a long way in making a house sustainable.

For example, energy-efficient appliances like refrigerators, dishwashers, and even air conditioners can help homeowners save on electricity. To go the extra mile, owners can install energy-saving lightbulbs and only buy recycled housing materials.

Electric cars

Bacon’s most public sustainability measure has been his support of electric cars. In 2023, he starred in a commercial alongside his daughter, Sosie, for Hyundai’s IONIQ 6.

“I first went hybrid and then electric,” Bacon said. “I never looked back.”

As more automakers produce electric vehicle models, consumers are slowly getting on board. Nearly 1 in 5 cars sold in 2023 was electric, and the number is expected to rise in 2025.

Voting for environmentally friendly policies

In 2019, during President Donald Trump’s first term in office, Bacon called out the president for his environmental policies.

“I think it’s astounding how far we’ve gone backwards since he’s been president in terms of environmental law,” he told BuzzFeed’s AM to DM. “It blows my mind because in a lot of ways I think that the environment really shouldn’t be a political issue. This is the air that we breathe, the planet that we live on, this is the future of our lives and our children’s lives.”

Almost six years later, Bacon is still tired of the climate crisis being viewed as a political issue when it’s more of an “existential issue.”

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“Children have to have clean air to breathe and clean water to drink, but [the climate crisis somehow] has gotten lumped into the left-wing political category,” he said

That’s why this Earth Day, Bacon said he wants everyone to do one thing to help the environment, because change needs to start with the individual.

“Put the phone down and walk outside,” Bacon said. “Get off a screen and look at how important it is to have these things in our lives. This is the most beautiful planet there is.”

Written by **Frank James**

How to Reduce Food Waste With Better Refrigeration

When it comes to consumer food waste, the numbers can be staggering, but consider this: More than one-third of “all available food goes uneaten through loss or waste” in the United States, according to the U.S. Department of Agriculture. Here’s another one, from an international perspective: The United Nations reports that households throughout the globe waste about 1 billion meals a day.

And where might this problem start (at least in the United States)? Well, a big part of it begins in the American consumer’s refrigerator.

“It’s important to consider the food chain,” said Tara Helms, director of sustainability, North America, at Electrolux Group, which notably owns the Frigidaire brand. “And what most people don’t realize is that the refrigerator is actually that last-mile step in the food chain. So, when you bring groceries home from the store, the refrigerator is that last stop where food is preserved before being prepared, eaten, consumed, or wasted.”

People don’t necessarily think about food waste when they’re placing items in the fridge and leaving them — potentially forgetting them — in there. And, quite simply, a bad fridge won’t retain food quality and freshness long enough. You may perceive household members who let food spoil as merely being too busy to take food waste into account, but perhaps, for this Earth Day 2025, a reckoning is due.

Optimizing household refrigeration

Combating food waste can be a challenge — and, initially, access to refrigeration was one crucial way to address it.

Fun fact: In 1918, General Motors co-founder William C. Durant bought the manufacturing company that invented the self-contained electric refrigerator (Guardian Frigerator Company) and renamed it Frigidaire — thereafter bringing the convenience of true refrigeration into the American consumer’s home

(where, before that, rudimentary iceboxes were ubiquitous).

Since then, Frigidaire has continually evolved over more than a century, launching new features and tech that have revolutionized how we store and preserve our food — from maximizing usable space with its SpaceWise® organization system (e.g., flip-up and slide-under shelving) to its nifty temp drawer that keeps items fresh with adjustable temperatures that can accommodate anything from party platters to frozen pizzas and yogurt.

Another noteworthy example is Frigidaire’s CrispSeal® Fresh technology, which blocks out dry air, automatically regulates humidity, and slows down the aging process of produce by filtering out ethylene — a gas emitted by certain fruits and vegetables, which can accelerate their ripening time.

As pointed out by Hannah Humphreys, senior brand manager for food preservation, North America, at Electrolux Group, Frigidaire’s “crisper technology is really where we’ve been focused over the past few years because we know produce is the biggest pain point for consumers, and it’s the food that is most likely to go to waste and spoil more quickly.”

A blind freshness study — conducted by researchers at Clemson University’s Department of Food, Nutrition, and Packaging Sciences — tested three sets of refrigerators for produce-freshness preservation over 14 days and found that Frigidaire’s product kept produce at its peak freshness for longer.

It goes to show that opting for the right fridge, with the latest



Photo courtesy of Electrolux Group

technologies, can markedly contribute to reducing food waste within each household.

Emphasizing sustainability initiatives

Frigidaire has gone further, too, by designing its refrigerators to curtail energy consumption. The company was awarded the ENERGY STAR® Most Efficient mark for 23 of its models in 2025.

Additionally, Frigidaire has been prioritizing sustainability, which ties into the reduction of food waste — especially with its strategy to educate younger generations about food responsibility. To wit, the Electrolux Food Foundation — an independent, nonprofit organization founded by Electrolux Group — has implemented their Food Heroes initiative, which has engaged over 200,000 kids worldwide so far.

“We bring employee volunteers to teach children about healthy eating habits, proportions on the plate, what that can mean in terms of the value chain of food, and the impacts on sustainability,” Helms said.

In 2024 alone, the initiative put in more than 3,000 hours while

hosting 4,000 workshops to educate more than 81,000 kids globally.

“We always like to pair the workshop with an actual demonstration or cooking experience with the children,” Helms continued. “So, they don’t just come into our office to watch, but they’ll arrive and interact with a full kitchen, with a professional chef who teaches them how to eat and prepare food sustainably.”

Hopefully then, equipped with such insight and food education, the new generation will become more mindful of food waste — and avoid it at all costs.

Written by **Omar Sommereyns**



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FRIGIDAIRE



INTERVIEW WITH
Tara Helms
Director of
Sustainability,
North America,
Electrolux Group



INTERVIEW WITH
Hannah Humphreys
Senior Brand
Manager for Food
Preservation,
North America,
Electrolux Group

Maggie May Baird on the Environmental Impact of a Plant-Based Diet

Actress Maggie May Baird explores the intrinsic connection between food inequity and the climate crisis, offering tips for plant-based eating that can help you do your part for the planet.



INTERVIEW WITH
Maggie May Baird
Founder,
Support+Feed

Many people don't understand how connected food equity is to the climate crisis. Can you shed light on how these two things impact each other?

When we refer to food inequity, we are talking about the lack of equitable access to nourishing food — due to availability, proximity, or affordability — that many communities face. The climate crisis further affects our food system as extreme weather and changing temperatures can deplete our soil and affect the availability of many foods, further contributing to food insecurity.

Many people feel overwhelmed by the climate crisis and don't feel their individual actions can make a difference. What advice do you have for these folks?

I get it. It isn't easy to see in the immediate moment, and we also know that corporations and government actors have purposely tried to shift their responsibility to consumers — which can definitely make us feel resentful and also make our actions seem inconsequential by comparison. However, our personal actions, when magnified by millions of people joining us, are extremely impactful.

What are your plans for Earth Day, and what tips do you have for others who are eager to get involved?

I am so glad Earth Day was created to direct desperately needed attention, but of course, we want to focus on our planet's health and addressing the climate crisis every day! Support+Feed hosts several impactful community activities in Los Angeles, such as our free farmers market in partnership with the City of Bell Gardens at the Veterans Park Recreation Center, distributing rescued produce and providing hot, plant-based meals to families and children.

Beyond the Myth of Separation: How Community Drives Climate Solutions

Evan Hynes, founder of Climatebase, argues that reconnecting with nature and each other is key to solving the climate crisis.

In our modern world, the myth of separation — the belief that we exist independently of nature, one another, and the global challenges that bind us — looms large.

In many ways, our economy and culture are both products and perpetuators of this harmful illusion — they prioritize individualism, endless growth, and exploitation of natural resources, fragmenting society and undermining collective responses to climate change. For many, this breeds paralysis and apathy, making climate change feel like someone else's problem or a burden left for future generations to solve.

Yet climate change itself is not the root cause; rather, it's the clearest reflection of our profound disconnection — an outcome of collective neglect toward the natural systems and communities upon which our lives depend. To meaningfully address it, we must dismantle this myth, not merely through policy shifts or personal sacrifices, but by fundamentally rebuilding community, breaking down silos, and reclaiming our interconnectedness.

Real breakthroughs rarely arise from isolation. Instead, they emerge from conversations we never expected to have, with people we never imagined meeting. The solutions we urgently need cannot flourish in isolated laboratories, corporate boardrooms, or government committees alone. They rely instead on genuine cross-pollination between sectors — scientists collaborating with policymakers, grassroots activists partnering with entrepreneurs, and innovators exchanging insights with environmental justice advocates. At these intersections — these spaces of genuine community — solutions multiply, nourished by collective wisdom rather than solitary effort.

The power of community

One compelling illustration of the



Evan Hynes, Founder of Climatebase & SF Climate Week, speaks with attendees at the opening ceremony of SF Climate Week | Photo courtesy of Climatebase

power of community is SF Climate Week, California's largest annual climate summit, organized by Climatebase.org. With over 25,000 participants attending more than 400 independently organized events, SF Climate Week exemplifies how intentional spaces for dialogue accelerate meaningful climate action. Its greatest strength lies not simply in scale or visibility, but in deliberately dismantling barriers between people who rarely interact. Climate technology innovators openly exchange insights with community leaders to address local sustainability challenges, grassroots advocates share practical strategies with policymakers shaping regional initiatives, and everyday individuals discover how their unique skills can meaningfully contribute to the broader climate movement.

Indeed, one of the greatest strengths of community events like SF Climate Week is how they awaken individuals to their own potential impact. Many attendees arrive uncertain if their individual efforts can truly matter, only to discover climate action doesn't require specialized expertise — just a willingness to apply existing talents in meaningful new ways.

Rebuilding connections

Ultimately, climate action goes deeper than politics or consumption — it's about rebuilding the connections we've allowed to fray. Community is the heartbeat beneath every lasting climate solution, dissolving the illusion that we ever stood alone. It reveals our interconnectedness, transforming isolation into solidarity, apathy into awakening, and uncertainty into collective vision.

If climate change leaves us overwhelmed, perhaps the bravest act we can undertake is simply to reconnect — to rebuild our bonds with the earth beneath our feet, the people beside us, and the communities we share. Although reconnecting can feel daunting in our fragmented society, every step we take creates meaningful momentum. By doing so, we reject the myth of separation and embrace the essential truth: Our future depends not on isolated individuals, but on the collective courage, resilience, and imagination we unlock together.

Written by **Evan Hynes, CEO and Co-Founder, Climatebase**

Shailene Woodley Says to Protect the Planet, Start in Your Hometown

Actress Shailene Woodley grew up spending time in the ocean, and her love of the water has helped fuel her passion for conservation, including her climate work with the organization Conservation International (CI).

“There’s a spiritual experience that I have when I’m in the ocean,” said Woodley, 33, whose acting credits include the ABC Family show “The Secret Life of the American Teenager,” the Academy Award-winning film “The Descendants,” and the hit HBO series “Big Little Lies.” “I think it’s why surfers become addicted to surfing. I think it’s why fishermen become addicted to the craft of being a fisherman. It is an addictive tranquility that’s difficult to find anywhere else, and so in that pursuit, yes, I find it incredibly important to protect the natural resources, or the natural resource that is the ocean.”

“I mean, 50% of our oxygen comes from the ocean. The livelihood of people around the world and coastal communities is 100% dependent on ocean health and ocean security. And so it’s a very important thing to pay attention to.”

Making the connection between nature and people

Woodley, who was born in San Bernardino, Calif., has been on the CI leadership team since 2016 and recently joined its board. CI conducts fieldwork to combat climate change, and has invested in policy, finance, and science to benefit nature.

“The word that I use for CI is a bridge. They bridge governments, legislation, grassroots leaders, indigenous leaders, and on-the-ground organizers together,” Woodley said. “And I think that’s one of the most important aspects when it comes to the conversation around conservation, because as much

as it is about nature, it’s also about the people, and that is one of the core values for CI ... protect nature and protect people. And in order to do so, we have to recognize that people are nature.”

That’s not often how work that addresses climate change is talked about, but it’s a message that resonates with Woodley. “It’s very intersectional in terms of the approach of recognizing you can’t address what’s going on with our environment without addressing bureaucracy, without addressing socioeconomic situations in various parts of the world, and how it’s constantly changing just based on the climate of

that particular country or community,” she said.

With this more holistic approach, Woodley notes, it’s easier to see how interconnected the health of nature and people are. “When you pigeonhole onto just the aspect of climate, you’re leaving out the main issue, which is human beings being a part of what needs to be looked at, protected, and affected by the way we approach our environment,” she explained.

Harnessing resilience and community

Even with that realization, staying committed to promoting and propelling

change to protect the planet can test a person’s resilience, Woodley says.

“[Change is] frustrating,” she said. “And you get told ‘no’ 100,000 times before you get half a ‘yes,’ and then you get told ‘no’ another 100,000 times before you get another quarter of a ‘yes.’ It can feel really isolating, it can feel really lonely, and it can feel really frustrating when the same door that you’ve been knocking on has no movement forward.”

Woodley emphasized the importance of not letting that frustration stall motivation. “I have the choice to use that anger as fuel for defensive action, or I have the choice to use that anger

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Find your community, seek your community, grow your community, and protect it at all costs.

as fuel for offensive action,” Woodley said.

Protests and posting on social media are parts of the puzzle, but to bring about a purposeful solution, she said, “what it really takes is putting your feet in the mud and deciding that you’re going to make a difference, no matter what that looks like.”

One of the underestimated aspects of offensive climate work that people in Woodley’s circle have been increasingly discussing is the importance of community.

“It’s really easy to get lost in the macro vision of everything because the world right now feels so overwhelming,” Woodley said. “And when it comes to the environment, the messaging and the narrative can be full of so much doom and gloom and fear and terror. But the thing that counteracts all of that fear always is love, and love can be found in community, and community can really change the world and affect legislation and the way things work.”

Woodley’s advice for anyone interested in getting involved in climate work? “Find your community, seek your community, grow your community,” she said. “And protect it at all costs.”

Written by **Melinda Carter**

Shailene Woodley | Photo by Eric Wolfinger Photography





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and reliable power to every corner of the world.

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Written by **Ella Nielsen, Conference Director, American Solar Energy Society**