



Sustainable Business, Sustainable Living

Ed Begley Jr., Actor, Begley's Best,
California

☀ Call to Action

To keep up with the sustainable business ventures that Ed Begley is building and supporting, visit www.begleyliving.com.

☀ Values

- Sustainability
- Committed
- Generous
- Ingenious
- Environmentalist

☀ Lessons Learned

Environmental activism changes your life. It can become a lifestyle. Commit to it!

Environmentalism is about survival; it is not a political affiliation. It's time to put ideologies aside and work together towards saving our home: the Earth.

When tackling a problem, allow your ideas to grow; nurture them, and you too can become a part of the solution.

After the first Earth Day in 1970, Ed Begley Jr. began pondering what the future could look like if the momentum from this event was leveraged to make an even broader impact.

So, he went to some of the leaders who had put Earth Day together, including Senator Gaylord Nelson, and posed a question: "It's fine to have this one day," he said. "But as a movement, and a community, what are we going to do the other 364 days of the year?" For his part, Ed has championed sustainable living for more than 50 years, making it a part of his legacy from his days as a struggling actor to today, when he is a celebrated actor who has starred in hundreds of film and TV shows.

Aside from acting, he runs a sustainable business that features a line of green indoor cleaning products called Begley's Best. And through his family foundation, he gives tens of thousands of dollars of his profits each year to support green initiatives he believes in.

☀ Language Arts

Ed's inspiration to get involved in the sustainability movement was inspired when the first Earth Day in 1970 caused him to wonder "What would happen if...?" Write a short story in which you explore the idea of a world in which Earth Day had a paradigm-changing effect in the world. What could our society, planet, and economy look like if world governments and businesses put the well-being of our planet first?

What is smog? What is it made of? Create a presentation in which you explain what smog is; the dangers it presents to human beings when they are exposed to it for extended periods of time; and what can be done to mitigate its effects on those who are more vulnerable.

How long have electric cars been around? How hard is it to convert a regular car to electric? Using Google Forms, create a digital escape room designed to teach people about the history, mechanics, and benefits of electric cars.

In your opinion, what is the most pressing environmental challenge your generation will face? Create a series of digital posters designed to educate others about the issue you chose: What it is? What risks does it pose to the planet and to humanity? What are some possible options to fix the situation? and what is currently being done about it?

Ed created a sustainable line of household cleaners. Why is this an important part of his activism? Write a research paper in which you discuss the damage that conventional household cleaners cause to the environment, and what alternative chemicals we should be using instead.

STEM Activities

Ed embodied sustainable practices in his life as his way of contributing to a healthier Earth. How would you contribute your time and finances to the world?

- **In a mock scenario, you have \$50,000 to contribute to sustainable organizations.** Which organizations or programs would you support, and why?
- **Bonus:** Imagine being an activist for a day and you can participate in any project or program you like. What project would you choose, and how would you spend your day promoting this program?

Create a list of appliances, vehicles, and electrical devices that your family owns.

- **Assess** the carbon footprint of your vehicles based on average annual miles.
- **Does your home have solar panels?** Compare the sustainable impact of your home based on average electric usage with solar panels vs. traditional energy sources.

Some cities, like Los Angeles, where Ed lives, have a visible air pollution problem, and personal vehicles are one of the main sources of the problem. As part of his commitment to living sustainably, Ed drives electric vehicles and has sometimes even tinkered with conventional gas vehicles, converting them to electric. In teams, have students design an [eco-friendly car](#)¹ using the [engineering design process](#)², and make a presentation to showcase their presentation. Designs must satisfy the following constraints:

- Must have at least 5 features;
- 3 features to decrease pollution/increase efficiency;
- 2 features to improve appearance.

Sustainability Innovations

Vehicles and transportation are one of the focus areas of the green transition. The [EPA](#)³ has created a guide that assesses vehicles and their impact on the environment. Identify the sustainable traits that Ed Begley's vehicles have possessed, and try to figure out some of the reasons he may have chosen these vehicles.

Ed has made it part of his mission to inform and engage others on how to live sustainably. [Begley Living](#)⁴ features the inspiring sustainable life Ed and his family are living. This website features 13 different blog topics and the Begley family podcast, Begleyesque.

- Read one of the blog posts about the sustainable topic that you would most like to learn about.

[Habitat for Humanity Michigan](#)⁵ is one of many organizations that have emphasized sustainability in their company's mission. [Habitat Home Construction Technologies](#)⁶ highlights sustainable buildings and the criteria that homes need to meet in order to participate in these projects.

Sustainability Career Pathways

Actor. Over the course of his career, Ed Begley Jr. has starred in well over a hundred films and TV shows, and even a [reality show about his efforts to live a green lifestyle](#)⁷. Actors can use their platforms to encourage others to live more sustainably and even—through programs like [Green is Universal](#)⁸—can help studios produce movies in a way that is more environmentally responsible. Want to become an actor? [Start here](#)⁹.

Green Home Builder. Ed's home is a work of sustainability-art. Most homes today only minimally factor in green design, but this is a growing niche--as is retrofitting existing houses to be more sustainable. Maybe you want to build green homes. If so, the [Shelter Institute's website](#)¹⁰ which offers information and introductory courses, is a good place to start.

Sustainable Real Estate Developer. Maybe you don't want to just build houses; maybe you'd like to create entire developments of sustainable homes in neighborhoods that are designed to be walkable, and that conserve natural lands as well. This profession, too, could focus on retrofitting. Malls, which were overbuilt in the past 50 years, [are increasingly failing](#)¹¹. What will be done with these buildings? Could they become new eco-villages? University campuses? Business incubators? [Homeless shelters](#)¹²? Perhaps you can help figure out what to do with them. Learn more about development [here](#)¹³.

1 https://www.teachengineering.org/activities/view/cub_intro_lesson02_activity1

2 <https://www.teachengineering.org/design/designprocess>

3 <https://www.epa.gov/greenvehicles>

4 <https://begleyliving.com/>

5 <https://www.habitatmichigan.org/what-we-do/sustainable-housing-innovations>

6 <https://www.habitat.org/impact/our-work/home-construction/technologies>

7 https://en.wikipedia.org/wiki/Living_with_Ed

8 <https://www.nbcuniversal.com/article/our-productions>

9 <https://www.careersinfilm.com/actor/>

10 <https://www.shelterinstitute.com/home>

11 https://en.wikipedia.org/wiki/Retail_apocalypse

12 <https://www.washingtonpost.com/news/inspired-life/wp/2018/07/06/americas-malls-are-emptying-so-this-vacant-macys-became-a-homeless-shelter/>

13 https://study.com/articles/How_to_Become_a_Real_Estate_Developer_Education_and_Career_Roadmap.html

