

Technology's Role in the Climate Crisis

10 Point Checklist

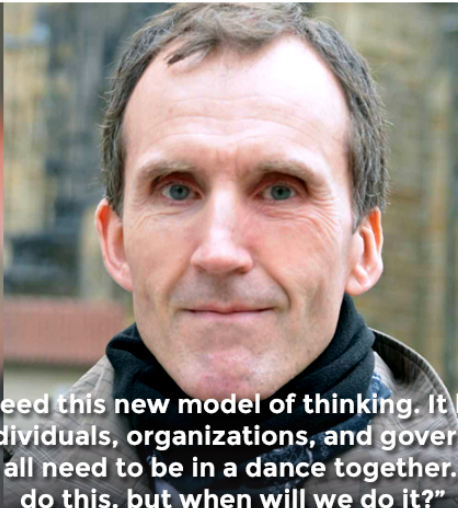
Gerry McGovern

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"We need this new model of thinking. It begins with individuals, organizations, and governments, but we all need to be in a dance together. We can do this, but when will we do it?"

GERRY MCGOVERN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Be accountable for my actions. Recognize that I contribute to the climate change crisis and find ways to shrink my carbon footprint. I can still make a difference by doing my part.
- Walk more often. If possible, walk instead of driving. Not only will it boost my physical health, but it will also lessen my gasoline consumption and carbon emissions.
- Avoid buying new gadgets. Instead, replace old parts to keep old ones good as new. It's unnecessary to purchase the latest items if I can still use older ones.
- Use [Website Carbon Calculator](#). Know how much carbon dioxide is being emitted by the websites I use. Optimize images and CSS to lower the number of kilobytes I'm using.
- Clean up my database. I should constantly reduce my digital waste. Therefore, set a schedule to delete unnecessary items and free up my storage.
- Do not litter. Look for designated trash bins and pick up trash along the way. I'm responsible for my waste and should do my part in reducing pollution.
- Opt for texts instead of emails. SMS is less energy-intensive and more efficient compared to emails.
- Reduce plastic use. Plastics pollute and don't easily break down. I should also encourage others to do the same.
- Support eco-friendly initiatives. Acknowledge the efforts and encourage this behavior, especially in young people. Setting a good example goes a long way.
- Visit Gerry McGovern's [website](#) and read his thoughts about relevant issues. Then, follow him on [Twitter](#) and [LinkedIn](#) to get updates on his upcoming events.