

Going Green

How your MBTI® personality type can help save the planet on Earth Day



The first official Earth Day

April 22, 1970¹

Since it first started, Earth Day has helped inspire a number of important pieces of legislation including Clean Air, Water Quality Improvement, and Endangered Species acts.

About one billion people worldwide recognize Earth Day.

With everything on your to-do list, sometimes it can be hard to make time to volunteer or find ways to reduce your carbon footprint. But knowing your MBTI personality type helps you understand how you're motivated and what keeps you going.

In honor of Earth Day, check out some easy ways to be green and put the planet as your primary focus.

The bad news

Unfortunately, humans today use about **50% more natural resources** than 30 years ago²

And our consumption doesn't just hurt the planet, but also the animals that inhabit it.

60% worldwide decline in animal species populations between 1970 and 2014, due to habitat loss, pollution, climate change and other factors³

And by 2050 there will be more plastic in the oceans than there are fish⁴

The good news

You can make a difference by taking actions to reduce your carbon footprint.

What's your **carbon footprint**⁵?

Definition: the total amount of greenhouse gases generated by your actions.

Goal: Reduce your carbon footprint (or your family's, or your organization's...)

Global average carbon footprint: **4.8 tons.**

Big Goal: Drop our average global carbon footprint per year **under 2 tons by 2050**

Why? To have the best chance of avoiding a 2°C rise in global temperatures

What actions have the biggest impact on your carbon footprint?⁷



Drive less, fly less

Reconsider how much, and how often, you travel by car, plane, or other carbon-emitting transportation modes.

Pay attention to what's on your plate

Eating less meat, and less red meat, is a better choice for the environment.

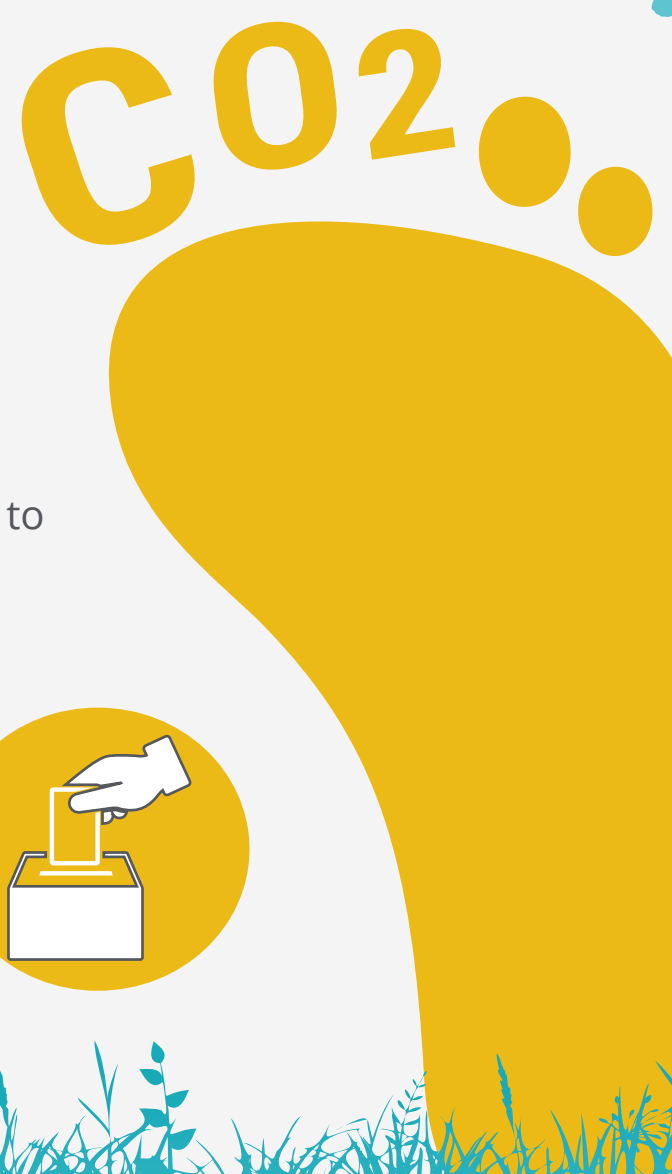


Mind your home

Wash clothes in cold water. Line dry. Switch to LED bulbs. Turn down the thermostat.

Use your vote

Do your homework and speak to local representatives about climate issues. If you have the opportunity to vote, vote for policies that protect the environment.



Spring into action to help the planet with these MBTI type tips

ESTJ: you're motivated when you can spring into action. You like to organize your work in a way that's effective and efficient. Focus on helping the planet in a way that's practical and social, like organizing people for a green space cleanup or joining (or forming) a "buy nothing" group to reduce overall consumption.

Like a sunflower, you are:
Practical, versatile, and have an assertive presence.

ENTJ: you're motivated when you can manage processes, organizations, or people. You like to develop plans with long-term goals in mind. Focus on helping the planet in a way that's practical and social, like gathering friends for a recycling + upcycling party or joining an outdoor litter pick-up group.

Like a bamboo, you are:
Aspirational and prefer a clear framework for growth

ISTP: you're motivated by activities that rely on your senses and memory for details. You like to work on things that test your ability to problem solve. Try helping the planet in a way that's practical and honors your Introversion, like planning meat-free recipes or collecting litter on your next walk or hike.

Like a cactus, you are:
Adaptable and independent with wide reaching roots

INTP: you're motivated when you can interpret ideas through a logical lens. You like to follow your analyses without concern for irrelevant facts and details. Focus on helping the planet in a way that's future-focused and honors your Introversion, like growing pollinator-friendly flowers and plants in your yard and on your windowsill or trying to minimize your plastic use.

Like a fern, you are:
Highly complex, and not always noticed unless given the space to unfold

ENFJ: you're motivated when you can develop and implement grand, innovative, long-range plans. You like to plan in a way that promotes others' growth and development. Focus on helping the planet in a way that's future-oriented and social, like challenging yourself to make or upcycle gifts or volunteering to help children understand the importance of caring for the planet.

Like a rose, you are:
Responsive to warmth, enjoy bright environments, and are usually surrounded by others.

ESFJ: you're motivated by finding practical methods for collaboration. You like to work in a way that helps others accomplish their goals. Try helping the planet in a way that's practical and social, like gathering friends for a recycling + upcycling party or joining an outdoor litter pick-up group.

Like a daisy, you are:
Intricate, responsive to warmth, and mix easily with others.

INFP: you're motivated when you can develop unique ways to express your inner values to the outside world. You like to work with limited external restrictions and oversight. Focus on helping the planet in a way that's values-driven and honors your Introversion, like thinking up new meat-free meal ideas or enjoying nature while picking up litter in local green spaces.

Like a water lily, you are:
Peaceful, happy to ride some ripples, but anchored by deep roots.

ISFP: you're motivated when you can live your values in a direct, hands-on way. You like to work in environments where loyalty is prized over competition. Focus on helping the planet in a way that's practical and honors your Introversion, like growing pollinator-friendly flowers and plants in your yard and on your windowsill or trying to minimize your plastic use.

Like a lavender, you are:
Gentle and enjoy warm environments.

ESFP: you're motivated when you can help the people who are important to you. You like to impact others in immediate, practical ways. Focus on helping the planet in a way that's practical, social, and fun, like helping friends for a recycling + upcycling party or challenging others to a litter collection competition.

Like a dahlia, you are:
Vibrant, fun and full of color.

ESTP: you're motivated when you can solve problems efficiently. You like to focus on the present, without having to think of future implications. Try helping the planet in a way that's hands-on and social, like having meat-free potlucks or challenging friends to a upcycle competition.

Like a heather, you are:
Hardy and often happy on terrain that others can't handle.

ISTJ: you're motivated when you can work independently in a quiet, organized setting. You like to manage your time well and minimize interruptions. Focus on helping the planet in a way that's future-focused and honors your Introversion, like clearing litter in a green space or writing grants for non-profits while grant letters, or figuring out how your company could reduce their carbon emissions.

Like a hyssop, you are:
Dependable, resilient, and versatile.

ISFJ: you're motivated by practicality and procedures. You like to share processes with people that will help improve their lives. Focus on helping the planet in a way that's practical and honors your Introversion, like trading meat-free recipes and meals with friends or enjoying nature while picking up litter in local green spaces.

Like a poppy, you are:
Traditional, loyal and thoughtful of others.

ENFP: you're motivated when you have the freedom to set facts and details aside. You like to go with the flow of your inspirations and ideas. Try helping the planet in a way that's creative and social, like helping out with meat-free potlucks or challenging others to an upcycling competition.

Like a strelitzia, you are:
Surprising, and a master of the unexpected.

ENTP: you're motivated when you can release external constraints. You like to see how your inspirations lead to logical conclusions. Focus on helping the planet in a way that's creative and social, like having meat-free potlucks or challenging friends to a upcycling competition.

Like an orchid, you are:
A little detached, sometimes odd, but always striking.

INTJ: you're motivated when you can devote time to working on complex systems. You like to describe and explain your inner visions for the future. Focus on helping the planet in a way that's future-focused and honors your Introversion, like dedicating time to help environmentally focused non-profits write grant letters, or figuring out how your company could reduce their carbon emissions.

Like an aloe vera, you are:
Original, interesting, and don't need endless attention.

INFJ: you're motivated by enhancing others' lives. You like to transform your inner vision into helpful plans and programs. Focus on helping the planet in a way that's values-driven and honors your Introversion, like trading meat-free recipes and meals with friends or enjoying nature while picking up litter in local green spaces.

Like a passionflower, you are:
Supportive, and make room for growth.



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1. www.earthday.org/history/
2. <https://cdn.friendsoftheearth.uk/sites/default/files/downloads/overconsumption.pdf>
3. https://c402277.ssl.cf1.rackcdn.com/publications/1187/files/original/LPR2018_Full_Report_Spreads.pdf
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6. www.worldometers.info/co2-emissions/co2-emissions-per-capita/
7. www.nytimes.com/guides/year-of-living-better/how-to-reduce-your-carbon-footprint-and-what-the-environment-expects-us-to-do/